

# Development of community outcomes with a well-being focus for the 2021 Long-term Plan

The purpose of local government is to promote community well-being, now and into the future. Well-being provides a holistic view of people's ability to prosper. It moves beyond GDP as the traditional tool for measuring success, to evaluating things such as contentment and happiness. Well-being is when people are able to lead fulfilling lives with purpose, balance and meaning.

The Local Government Act describes four strands to well-being:



## Social well-being

Involves individuals, their families, whanau, hapu, iwi, and a range of communities being able to set goals and achieve them, such as education, health, the strength of community networks, financial and personal security, equity of opportunity, and rights and freedoms.



## Economic well-being

Looks at whether the economy can generate the employment and wealth necessary to provide many of the requirements that make for social well-being, such as health, financial security, and equity of opportunity.



## Environmental well-being

Considers whether the natural environment can sustainably support the activities that constitute healthy community life, such as air quality, fresh water, uncontaminated land, and control of pollution.



## Cultural well-being

Looks at the shared beliefs, values, customs, behaviours and identities reflected through language, stories, visual and performing arts, ceremonies and heritage that make up our communities<sup>1</sup>.

Community outcomes are defined in the Local Government Act as the outcomes that a local authority aims to achieve in order to promote the social, economic, environmental and cultural well-being of its district in the present and for the future<sup>2</sup>.

Our community outcome statements are broader than this. They describe the aspirations (or 'what good looks like') for the people of our district. This includes things that are beyond the direct control of this Council. However, the role we play in providing services to our communities can positively influence their achievement.

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<sup>1</sup> Definition source: Society of Local Government Managers

<sup>2</sup> Local Government Act 2002, section 5 (1)

Council's community outcomes have been reviewed as part of the development of the 2021 Long-term Plan to reflect current aspirations of Central Otago communities in a well-being context.

## Purpose of this process:

1. Define community outcomes for Central Otago that reflect community views on 'what good looks like'.
2. Assess the alignment of Council's strategic direction with these revised community outcomes, to ensure we are working towards the well-being aspirations expressed by our communities.
3. Create a well-being indicator framework for this region that can help us understand change within communities and assess whether the work we are doing is having a positive impact on well-being.

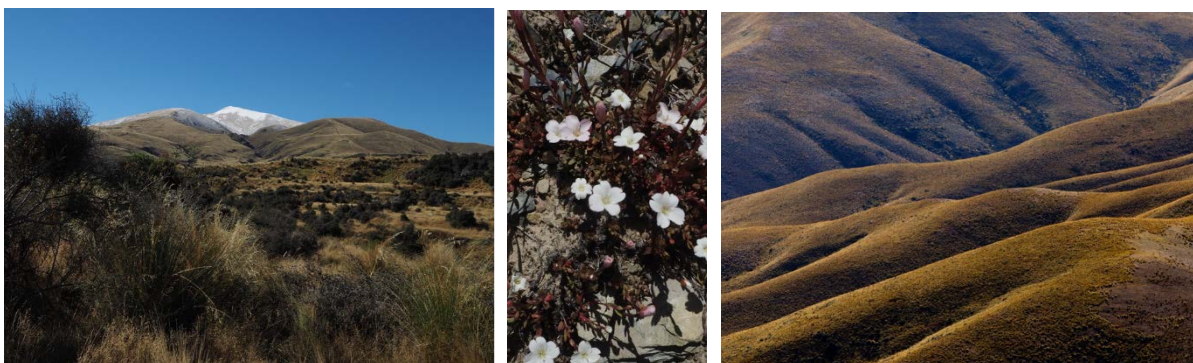


## What have we heard from our communities?

Council interacts with communities on a range of topics. These interactions are invaluable in telling us about what is important to our people – what needs to be protected and preserved and what needs to be improved in order to develop outcomes that foster positive well-being.

### Central Otago's regional identity

Central Otago's regional identity is a definition of who we are, our way of life, and what we value. It explains what has shaped this place and influenced our people, and it identifies the special things about this district that we want to enhance and protect.



*Central Otago A World of Difference* provides the framework within which communities can feel connected to and proud of the place they call home. It is our responsibility to stand by our regional identity values to ensure Central Otago can endure as a world of difference for generations to come. Central Otago's regional identity values were developed through

extensive community input and are as true to the Central Otago residents of today as they were back then.

CENTRAL OTAGO'S REGIONAL IDENTITY VALUES								
Making a Difference	Respecting Others	Embracing Diversity	Adding Value	Having Integrity	Learning from the Past	Making a Sustainable Difference	Protecting our Rich Heritage	Meeting Obligations
We will inspire and lead others with our special point of difference	We will respect our cultural and personal differences	We will recognize differences and embrace diversity	We will always ask ourselves if there is a better way – one that achieves a premium status	We will seek to be open and honest	We will learn from past experiences with future generations in mind	We will make decisions in business with the community in mind and in harmony with the natural environment	We will protect and celebrate our rich heritage in landscapes, architecture, flora and fauna and different cultural origins	We will meet legal obligations at both a local and national level

Community outcomes are embedded within our regional identity. They describe community well-being aspirations within these values.

### Community aspirations

Over the past three years Council has led and/or co-facilitated community conversations on a variety of topics. A summary of the twenty-one engagement projects reviewed can be viewed in Appendix Two. Topics included:

- Community values – assessing what communities love and value about their place, would like to change, and want to be known for
- Population growth and land development
- Our workforce – particularly seasonal labour (including related living arrangements and service needs) and people working from home
- Climate change
- Older person's current and future needs
- Community perspectives on council services and activities

A district-wide analysis on community values has also been undertaken to the gather community's voice on 'what good looks like'. Data from Cromwell Masterplan and Vincent Spatial Plan community engagement processes were collaborated with survey responses from Maniototo and Teviot Valley communities, providing pre-consultative information for the 2021 Long-term Plan. Results from this analysis can be viewed in Appendix One.

Feedback from all of these projects have been overlaid to determine common themes on what really matters to our Central Otago communities.

## Community outcome statements

Key take-outs from our community discussions and interactions are presented in *Our Community Outcomes* below. Community sentiment is grouped into three main community outcome headings:

<b>Connected community –</b>	<b>reflecting social and cultural well-being</b>
<b>Thriving economy –</b>	<b>reflecting economic well-being</b>
<b>Sustainable environment –</b>	<b>reflecting environmental well-being</b>

The statements beneath each heading describe these outcomes through the feedback that communities told us about what was particularly important to them – the elements that built towards a positive well-being.

## Alignment with Council’s strategic objectives

Assessing the alignment between Council’s strategic direction and community outcomes allows us to see if the work we are planning is on-track to support and enhance community well-being. A summary of strategic objectives, gleaned from key Council strategies and policies, is listed in the *Our Community Outcomes* table below. The table demonstrates the direct links between each outcome statement and specific Council actions.

By ensuring community outcomes are incorporated into the planning and development phases of our strategic documents, Council’s work will continue to reflect and prioritise community aspirations. It will also ensure that Council’s levels of service and performance measures are delivering and reporting on well-being aspirations and community outcomes.

## OUR COMMUNITY OUTCOMES



### He Ōhaka e Ora Rāia ana Thriving Economy

Vibrancy of town centres and local businesses  
Managed growth, in line with community values  
Visitor destination  
IT connectivity  
Protection of productive lands



### Toitū te Whenua Sustainable Environment

Outdoor recreational opportunities (water-sports, hunting, dark skies, etc.)  
Natural environment (open spaces, landscapes and vistas)  
Clean lakes and rivers  
Cycling and walking tracks  
Protection of our unique heritage



### He Hāpori, He Haumi Connected Community

Sense of community (caring, relaxed small-town feel, 'together-ness')  
Welcoming and family-friendly  
Peaceful  
Rural feel  
Enabling connections, through quality services (e.g. internet, transport)



## COUNCIL'S STRATEGIC OBJECTIVES THAT SUPPORT THESE COMMUNITY OUTCOMES

Through the District Plan, urban growth to revitalise town centres is encouraged, and productive land and rural settlement is protected.

(Source: Cromwell Spatial Plan, Infrastructure Strategy)

District Plan standards are upheld to ensure the effects of development on natural and physical resources are managed now and into the future.

(Source: Sustainability Strategy)

Investment in Council services and infrastructure provides consistent, integrated and resilient service levels, that are good value, sustainable and affordable, now and in the future.

(Source: Infrastructure Strategy, Sustainability Strategy)

High-value visitor products and experiences are provided that express our regional identity and align with the needs of Central Otago's target markets.

(Source: Tourism Strategy & Economic Development Strategy)

We have improved digital connectivity throughout the district – i.e. mobile coverage and broadband roll-out.

(Source: Economic Development Strategy)

We are a 'business-friendly council' – we identify local challenges and business needs, are proactive and responsive, make clear decisions, and develop strong relationships.

(Source: Economic Development Strategy, Infrastructure Strategy)

We are operating in harmony with our natural environment, and celebrating and preserving our wide-open spaces, in accordance with our Regional Identity values.

(Source: Central Otago A World of Difference Regional Identity Values, Infrastructure Strategy)

Infrastructural development is environmentally conscious: environmental implications have been considered, legal requirements met, and consent requirements upheld.

(Source: Infrastructure Strategy)

Infrastructural services and information support safe and healthy communities.

(Source: Infrastructure Strategy, Sustainability Strategy)

Development of culture and heritage opportunities throughout the district continues to be developed.

(Source: Infrastructure Strategy, Sustainability Strategy)

Our landscape and environment are protected and enhanced through the coordination and promotion of activities that strengthen their significance.

(Source: Economic Development Strategy)

Visitors are engaged in activities that benefit our environment and build an appreciation for this region's remarkable qualities.

(Source: Tourism Strategy)

Our community facilities are fit for purpose and cost effective.

(Source: Infrastructure Strategy, Sustainability Strategy)

Our relationship with Ngāi Tahu is strengthened.

(Source: Sustainability Strategy)

Newcomers into the district are supported and events and projects which celebrate inclusive communities are encouraged.

(Source: Community Development Strategy)

Community-driven initiatives, experiences and events that promote local and visitor well-being are encouraged.

(Source: Community Development Strategy, Grants Policy, Sustainability Strategy)

Access is enabled via Council roading services and people can access Council's infrastructure services (e.g. water and wastewater systems).

(Source: Infrastructure Strategy, Economic Development Strategy)

Visitors who create value for host communities (via facilities, services, amenities, cultural and recreational opportunities), in line with their aspirations and beliefs, are attracted to this region.

(Source: Tourism Strategy, Infrastructure Strategy)

## Measuring well-being

Assessing “progress” through a well-being lens looks at quality of life factors such as happiness, social connection, safety and security, plus physical and emotional health. It also considers the negative factors of economic growth, such as income inequality and the state of our natural environment.

The Society of Local Government Managers has developed a well-being measurement and reporting platform that overlays population, social, economic, environmental, cultural and demographic data from a range of government department and other sources to give a set of well-being indicators. A challenge for this Council is to find data sources that drill down to the level of detail needed to describe a territorial authority of our size. Over the past twelve months Council staff have gathered available data relating directly to this district to create our own well-being indicator measurement tool. The following report presents this data as a current snapshot of our community, from a well-being perspective.

By monitoring these data measures over time we can assess whether changes in our demography, environment, and levels of service delivery are impacting on overall community well-being. National and international influences that impact our region, such as the COVID-19 pandemic, can also impact well-being. Council’s environmental scan provides an insight into some of these influencers and should also be taken into consideration as a well-being indicator.

As we continue to learn about priority issues that affect community well-being, we will find gaps in the data available to measure and understand these. The intention of *Central Otago Well-being Indicators* is to create a benchmark for further development and refinement in years to come.

Periodic review of community aspirations will also enable us to amend our community outcomes to reflect current views and to adapt and reprioritise our work and reporting measures accordingly.

## Where to next?

1. Incorporate the revised community outcome statements into future Council planning and policy development.
2. Report on and utilise Central Otago’s well-being indicators.
3. Investigate the value of developing a quality of life survey for Central Otago, to further drill into well-being indicator measures.

# Central Otago Well-being Indicators

## DEMOGRAPHICS

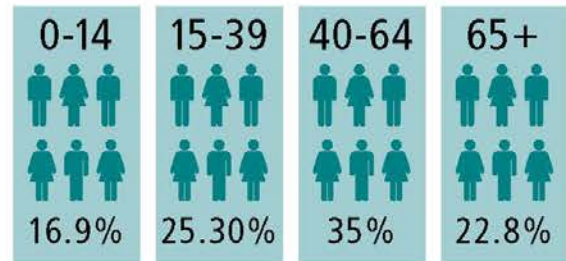
### 1. Resident Population

2019



### 2. Age Proportion

2018



### 3. Highest Qualification

2018

This data shows the different levels of completed education qualification.



### 4. Ethnicity

2018



\*Middle Eastern/Latin American/African

### 5. Total Households

2018

This data shows the total number of occupied dwellings



## CONNECTED COMMUNITY

### 6. Languages spoken

2018

Languages spoken in Central Otago

English	21,078
Other	729
None (eg too young to talk)	366
Maori	294
French	228
German	195
Spanish	150
New Zealand Sign Language	114
Afrikaans	102
Tagalog	87
Panjabi	48
Northern Chinese	42
Hindi	36
Samoan	27
Yue	24
Tongan	12
Sinitic not further defined	12

### 7. Heritage buildings, places, sites and objects

2020

289



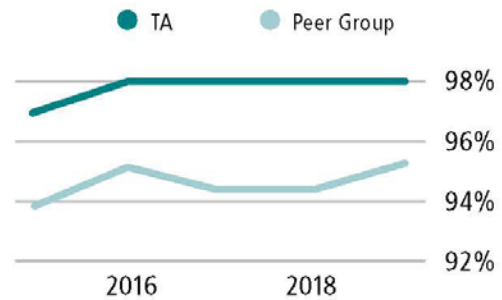
### 8. Roothing

2018/2019

This data helps us to understand the condition of our roading network, as well as the amount of travel, compared to the number of crash incidents that happen.

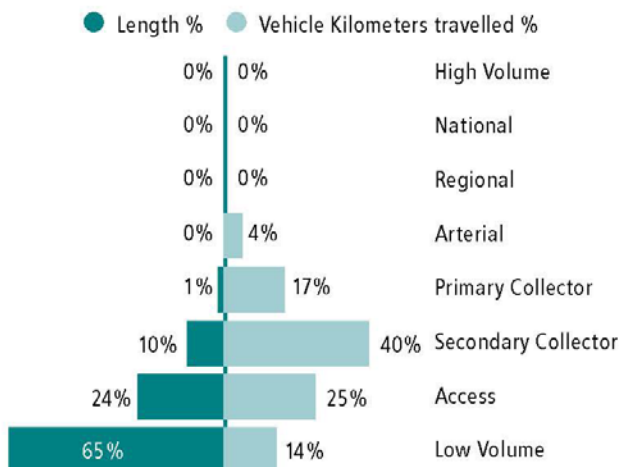
#### Road Condition

Ride quality (roughness of the roads)



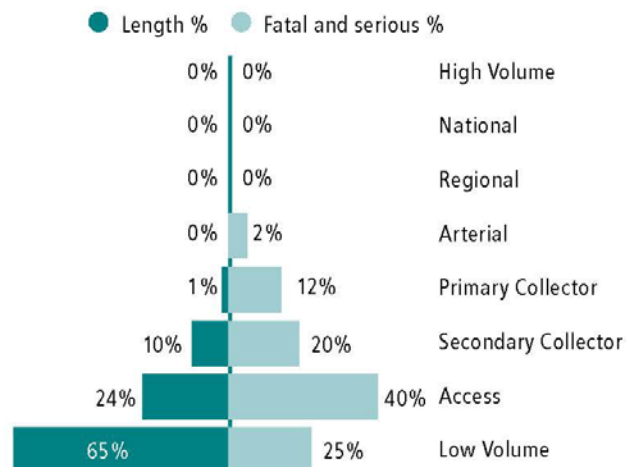
#### Journey Distribution

Length vs VKT



#### Crash Distribution

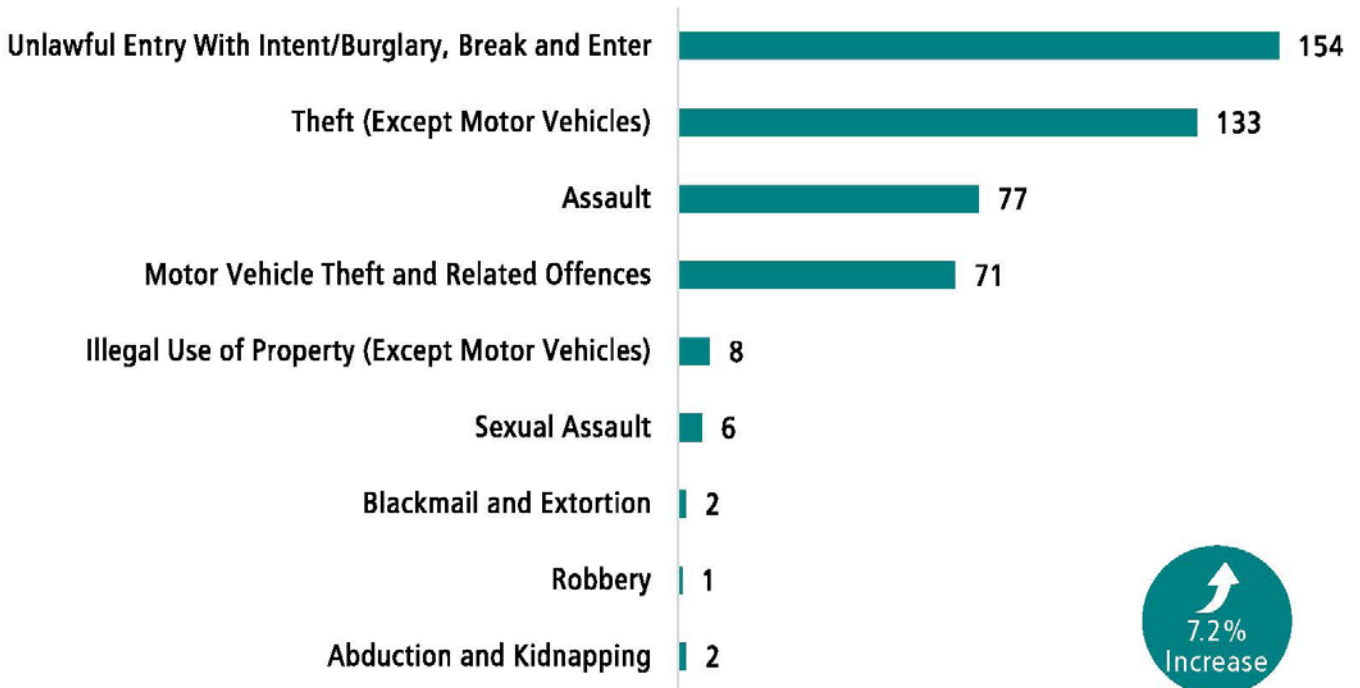
Length vs no. of fatal and serious injuries





## 9. Number of reported crimes

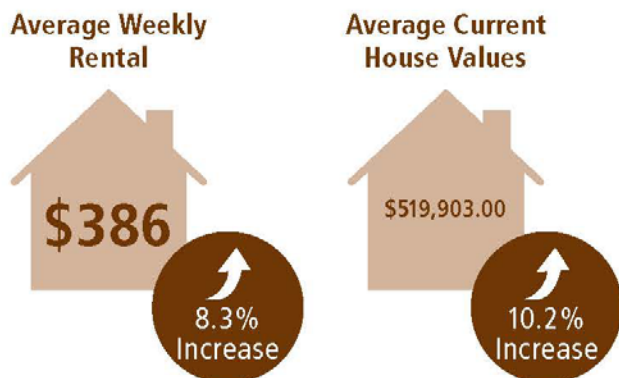
2019



## THRIVING ECONOMY

### 10. Housing affordability

2019



### 11. Primary school decile ratings

2019

Decile 6	2
Decile 7	0
Decile 8	4
Decile 9	4
Decile 10	1

### 12. Deprivation Index scores

2018

The Deprivation Index uses the most recent satisfaction census data to incorporate measures such as amenities and access to services. It works on a scale of 1-10, with 10 being the most deprived, and 1 being the least deprived. This helps measure socioeconomic deprivation across New Zealand. See more [here](#).

Overall Deprivation Score	Employment	Income	Crime	Housing	Health	Education	Access to Services
3	3	3	3	3	2	5	7

### 13. Average income

2019

Individual Income	
Central Otago	National
\$52,309	\$62,774

5.4%  
District  
Increase

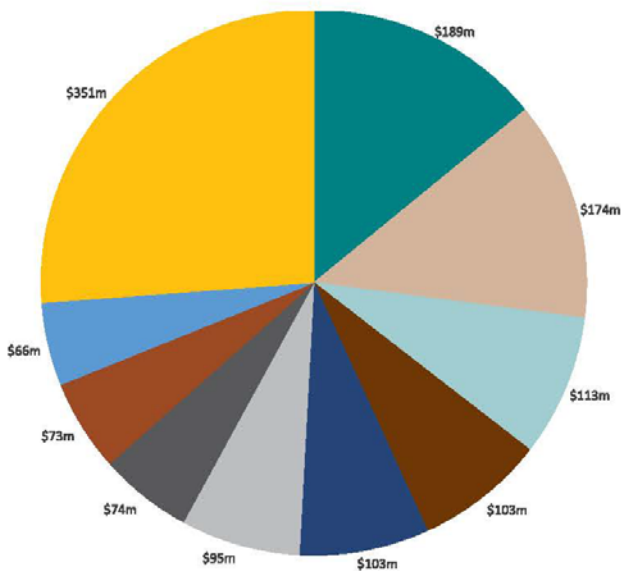
Household Income	
Central Otago	National
\$106,812	\$111,472

5%  
District  
Increase

### 14. GDP Per Industry

2019

This is the amount per million that each industry contributes to the economy annually.



- Agriculture, Forestry and Fishing
- Construction
- Electricity, Gas, Water and Waste Services
- Rental, Hiring and Real Estate Services
- Unallocated
- Owner-Occupied Property Operation
- Manufacturing
- Retail Trade
- Professional, Scientific and Technical Services
- All others

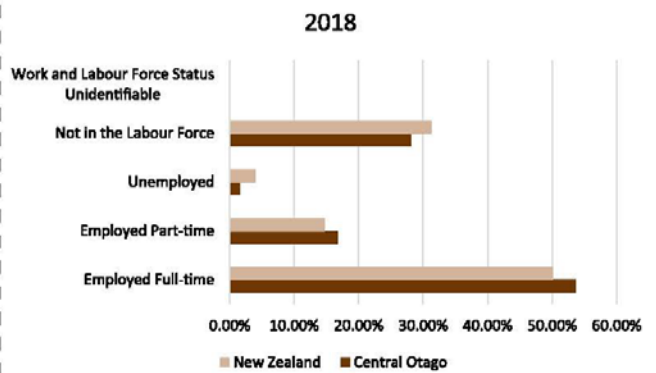
### 15. GDP per capita

2019

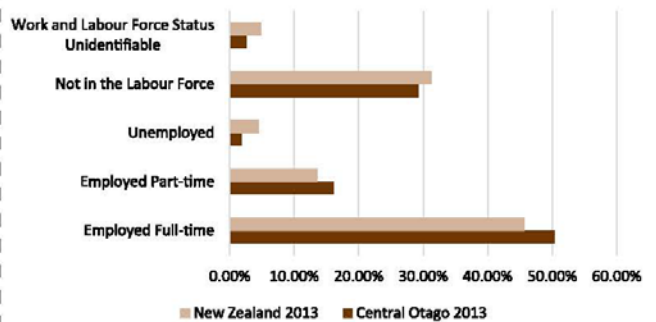


### 16. Employment

2018



2013



## 17. Number of filled jobs

2019



13,155



## 18. Number of businesses

2019



3,708



## SUSTAINABLE ENVIRONMENT

### 19. Drinking water standard compliance

2019

Bacterial Compliance	
Treatment plant	6 out of 9 plants compliant
Distribution zones	7 out of 9 zones compliant

No networks and no distribution zones are currently compliant for protozoal compliance criteria. One of the reasons for the apparent disparity in bacterial compliance (7 networks but only 6 plants compliant) is that if the actual sampling schedule under the standards is not met, it shows as a non-compliance.

### 20. River water swimming quality

(Manuherehia at Shaky Bridge)

2019

	2018	2019
Red (not suitable for swimming)	2	2
Amber (caution advised)	3	3
Green (suitable for swimming)	14	11

### 21. Waste disposal and recycling

(Manuherehia at Shaky Bridge)

2019/20



10,190 tonnes

Total quantity to landfill (tonnes p.a.)



1,528 tonnes

Total quantity recycled (tonnes p.a.)

### 22. Total amount of waste generated per rateable property

2019/20

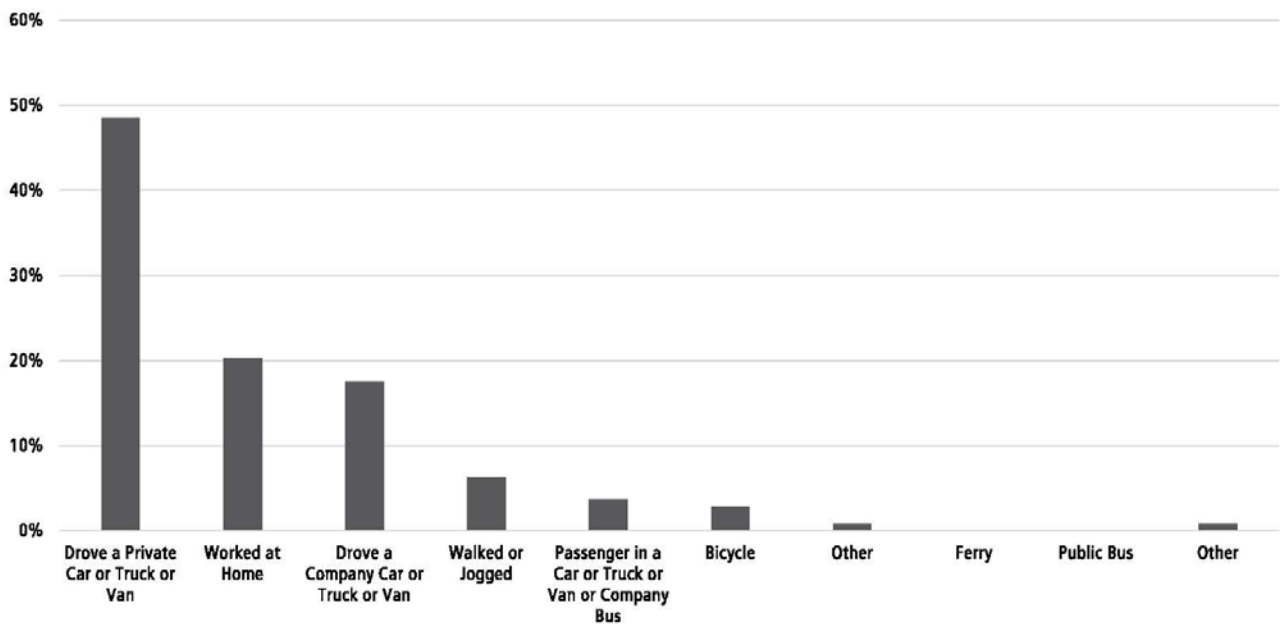


834kgs

## 23. Means to Travel

2018

This data is used to identify trends in travel patterns.



## ■ SOURCES

1. CODC modelling
2. NZ Census 2018
3. NZ Census 2018
4. NZ Census 2018
5. Infometrics
6. NZ Census 2018
7. CODC District Plan
8. Waka Kotahi Data and Tools; REG ONRC Performance Measure Reporting
9. SOLGM Community Well-being Indicators
10. Infometrics
11. SOLGM Community Well-being Indicators
12. SOLGM Community Well-being Indicators;  
<https://berl.co.nz/economic-insights/migration-and-population/deprivation-index-2018>; <https://www.otago.ac.nz/wellington/departments/publichealth/research/hirp/otago020194.html#2018>
13. Infometrics
14. Infometrics
15. Infometrics and CODC modelling
16. Infometrics
17. Infometrics
18. Infometrics
19. CODC
20. LAWA
21. CODC
22. CODC
23. SOLGM Community Well-being Indicators

## Appendix 1

### Central Otago community values survey analysis, October 2021

#### Methodology

A 'Your Place, Your Community' values survey was run in each of the four wards of the district. All surveys were conducted online with hard copies available for those who did not have online access. Reports were produced to summarise the results of each survey.

Each community was asked the same three questions:

- What is the one thing you like about your place?
- What is the one thing you would change about your place?
- What is the one thing you would like your place to be known for?

For the purposes of getting an overall picture of what the Central Otago community values about the area, each report was reviewed and the top five mentioned themes for each question were summarised and are included in this report.

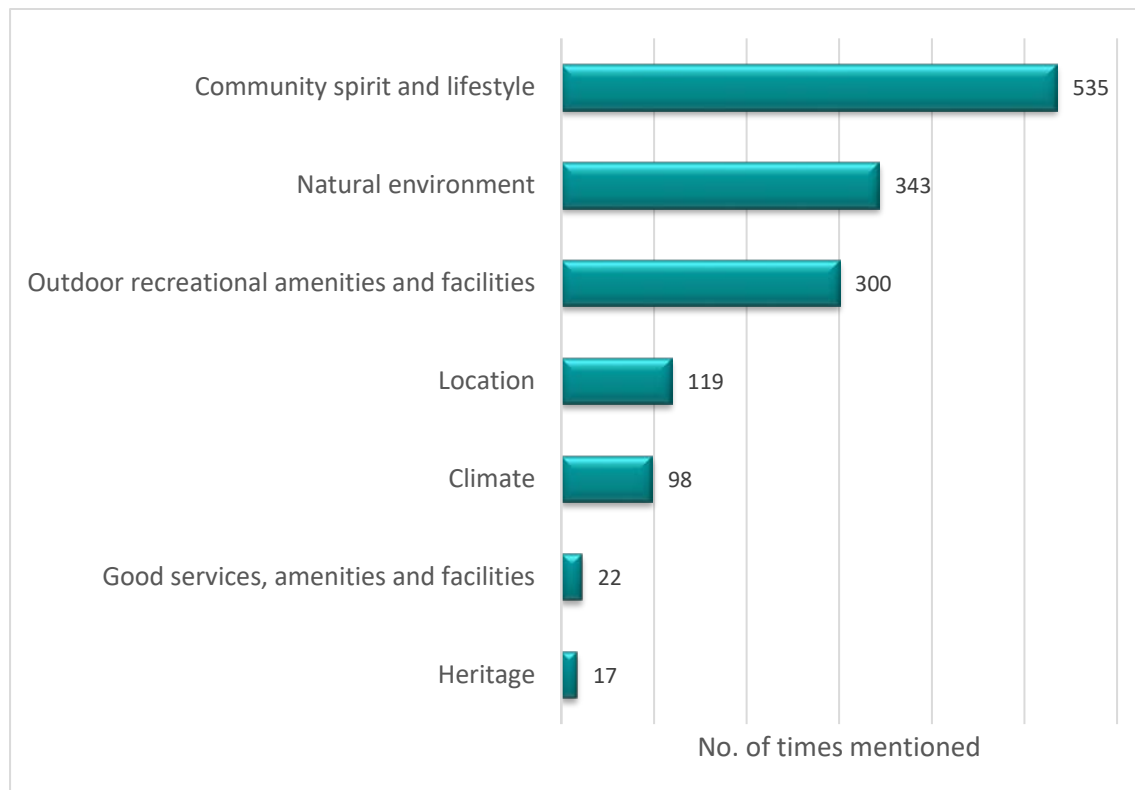
#### Ward representation – sample sizes

Overall respondent numbers by ward means the data sample is relatively representative of the population across the district. Discrepancies are that Cromwell is slightly over-represented, and Teviot Valley is under-represented.

Ward	Sample size (no. respondents)	%	% of district population by ward (based on electoral roll)
Vincent	480	44%	49%
Cromwell	461	43%	34%
Maniototo	96	9%	9%
Teviot Valley	40	4%	8%
TOTAL	1077		

## Summary of findings

### Why people like living in Central Otago...



*Community spirit and lifestyle* – people like the friendly, caring communities and the quiet and peaceful lifestyle. They like the relaxed small-town feel; the fact that this is a great place to raise a family and the safe environment they live in.

*Natural environment* – people like the natural, unique, beautiful, clean and diverse environment; the views, the landscape, the wide-open spaces and the rivers and lakes.

*Outdoor recreational amenities and facilities* – people like the walking and cycling trails, parks, green spaces, hunting, lake and river recreation (including picnics, boating, fishing, water sports) and sport facilities (swimming pools, golf courses).

*Location* – people like the central location, the easy access to natural amenities, and being a hub/gateway to other areas.

*Good services, amenities and facilities* – including libraries, cafes and restaurants, Dunstan hospital.

*Heritage* – people like the museums, historic precincts, and the quaint, authentic, historic character of the area.

#### *Key differences by ward*

The attributes that people like were consistent across all four wards in the district.

## LIKE - what people say

A sense of community that is only possible in a small town

Laid back relaxing quiet non-pretentious atmosphere, safe for families

The weather having four seasons

The availability of all services and facilities that we need without having to live in a densely populated town.

The outdoor activities that are available - and of course the views!

Access to the great outdoors through walking/biking tracks and the relaxed lifestyle

Location - Central Otago's natural beauty

The heritage of our town: Maori, early settlers, gold miners, farmers and now our developing cycling culture

Love the small-town rural lifestyle and wonderful community

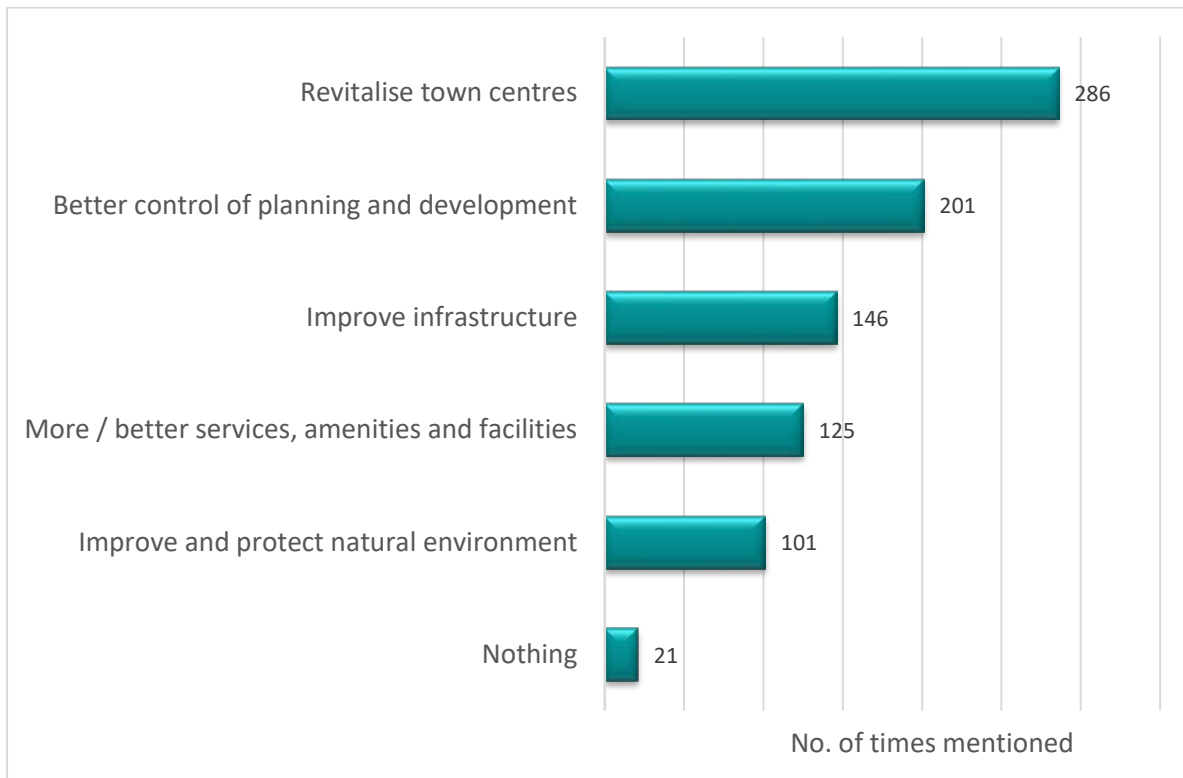
Love the open spaces and landscape with access to rivers for swimming

The beauty of our natural landscape and wide-open spaces

History, museum & historic precinct



## The one thing people would change...



*Revitalise town centres* – this includes filling empty shops and attracting more businesses, redeveloping and rejuvenating town centres; more diverse retail with better shops, cafes and restaurants. Tidying streets and maintenance and upkeep of historic buildings.

*Better control of planning and development* – this includes better planning that is more rigorous and recognises community and environmental needs. Some people wanting more subdivisions and to make it easier to subdivide. Others wanting less subdivisions/housing development; to keep sections larger to retain the lifestyle.

*Improve infrastructure* – including roading, accommodation, water treatment, waste management, water supply and quality, sewage schemes, better internet, tar sealing and footpath maintenance.

*More / better services, amenities and facilities* – would like to see more or better rest homes, health services, public transport and supermarkets, more restaurants, more rubbish bins, more trade services.

*Improve and protect natural environment* – lake front, weed control, more native trees and plants, better air quality in winter, noise and pest control.

### Key differences by ward

The things that people would like to change are also relatively consistent across all four wards in the district. Some key differences include:

*Vincent* – regarding ‘better control of planning and development’ Clyde respondents want to restrict growth and have less subdivisions, Alexandra respondents want more subdivisions.

*Cromwell* – mall needs a revamp or redesign and to create a centralised hub / town centre.

*Maniototo* – they would like ‘nothing’ to change.

*Teviot Valley* – improve infrastructure for future employment, better access to faster internet and improve main road and footpaths.

## CHANGE – what people say...

Fix shopping centre up to feel and look like the scenery - vibrant but natural

Love to see the central shopping area redeveloped and used more

The rapid increase in high density housing subdivisions

I would like to see the town grow to a place where people can afford to live, work, study and visit the area

More dedicated walking and cycling paths through Alexandra

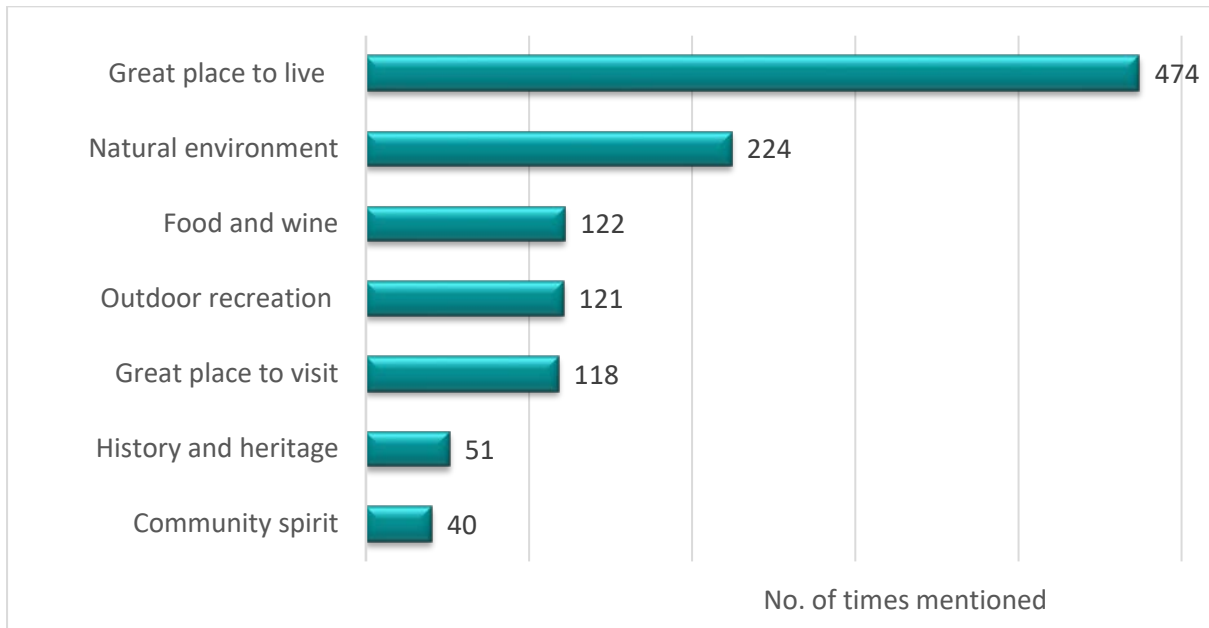
New multipurpose centre, develop area at the lakeside for family activities, BBQ, play areas, walking tracks, biking, swimming areas

I would like to see us pay more attention to the landscape around us in protecting it from development and noise

The Cromwell water supply needs to be upgraded to a much better standard

Less pines and willows and more native plantings

## What people would like our district to be known for...



*Great place to live* – good community, friendly, affordable, clean, green, progressive, modern, vibrant, with good amenities.

*Natural environment* – the stunning scenery, lake, mountains, wide open spaces.

*Food and wine* – quality produce (predominantly Cromwell respondents mentioned this).

*Outdoor recreation* – cycle/bike trails, fishing, camping, skiing, boating, swimming, events, hiking tracks and trails.

*Great place to visit* – wonderful holiday destination.

*History and heritage* – historical villages, buildings and gold mining relics, quaint historic character.

*Community spirit* – close-knit community, safe and friendly, welcoming.

### *Key differences by ward*

When it comes to community aspirations the key differences between wards are:

*Vincent* – walking and biking trails (Alexandra), history and heritage (Clyde)

*Cromwell* – food and wine

*Maniototo* – historic character and heritage and peaceful relaxed feel

*Teviot Valley* – tourist destination

## KNOWN FOR – what people say...

Being a great place to live and bring up a family

Clear air and wide-open views

Known for being a well-balanced town of old and new with lots of space for recreation and green walks

The place not to be missed off your travel itinerary, vineyards to visit, (mountain) biking

Wonderful scenery that provides opportunities for outdoor activities

An area which is affordable and accessible to all New Zealanders

Cromwell needs to be known for the lake, fruit and wines

A community that genuinely cares about its people, the environment, and puts those things at the centre of every decision made

Kindness and equality

As the centre for fruit and grape growing in Central Otago

Greenspaces, vineyards and orchards

Excellence for viticulture and stone fruit production

A historic place where you can take a step back in time

Cycling capital of New Zealand

## Appendix 2.

### Community engagement undertaken 2017-2021

#### Contents

<b>Vincent</b> .....	<b>22</b>
Vincent spatial plan insights survey, April 2020 .....	22
Vincent youth insights survey, August 2020 .....	22
The Next Chapter survey, October 2019 .....	23
<b>Cromwell</b> .....	<b>25</b>
Cromwell Masterplan: Let's Talk Options survey, November 2019 .....	25
Cromwell Masterplan: Values/insights survey, August 2018 .....	25
Cromwell promotions insights survey .....	<b>Error! Bookmark not defined.</b> 11
Pisa survey, February 2018.....	27
<b>Teviot Valley</b> .....	<b>28</b>
Teviot Valley insights survey, August 2020.....	28
Teviot Valley seasonal worker survey, May 2017 .....	28
<b>Maniototo</b> .....	<b>30</b>
Maniototo insights survey, September 2020 .....	30
Patearoa community plan survey, September-November 2019 .....	30
<b>District-wide engagement</b> .....	<b>32</b>
Central Otago District Council Residents' Survey, July 2020 .....	32
Wi-fi survey, March 2020 .....	33
Remote workers in Central Otago, February 2020.....	33
'Paws for thought' and dog control bylaw surveys, December 2019 .....	34
Responsible camping survey, 2019 .....	35
Climate change demonstration, August 2019 .....	35
Central Otago labour survey: horticulture and viticulture, August 2018.....	36
University of Otago Masters of Planning research papers, November 2018 .....	37
Public engagement and consultation through Planning .....	39
Regional Identity stories (2018 – 2020) .....	40

## Vincent

### Vincent spatial plan insights survey, April 2020

#### Methodology and demographics

- A three-question survey, designed to learn about what people love most about the place they live/associate with, what they would like to change about this place, and what they would like the place to be known for.
- The survey ran from 13 March through 13 April; NZ went into COVID-19 lockdown one week in so all promotion and survey collections were done online.
- 480 surveys were completed: 299 by Alexandra residents, 110 by Clyde residents and the balance by a mix of Omakau, St Bathans, Ophir and other outlying areas.
- Sixty-nine percent of responses were from people aged 50 years or over; 2% were less than 30 years of age.

#### Results

Overall, respondents **love** their community and lifestyle (i.e. friendly and caring communities, a safe place with a great community spirit, quiet and peaceful, relaxed small-town feel, not too many people), followed by the natural environment (views, clean and diverse landscape, wide open spaces, rivers and lakes) and outdoor recreational opportunities (walking and biking trails, plus sporting facilities and hunting opportunities) – walking and biking tracks was a significantly strong response from Alexandra respondents. Respondents living in lifestyle blocks or working farms rated the natural environment as the thing they valued most (i.e. views and scenery), followed by lifestyle and community (or outdoor recreation opportunities, in the case of Omakau respondents).

Control of planning and development and improved infrastructure were the two most reported categories for **change**. Clyde respondents wanted to restrict growth and sub-divisions whereas Alexandra respondents tended to want more sub-division opportunities (particularly respondents from Alexandra's lifestyle blocks and working farms). Suggested infrastructure improvements included water quality, sewerage schemes, better internet, tarsealing and footpath maintenance. Enhancing the town centre was the most mentioned issue by Alexandra's urban respondents. Clyde respondents mentioned traffic and parking issues. Omakau respondents commented on the development of a community hub and services such as better rubbish collection and mail and courier services in town.

Respondents **would like the area to be known** as a great place to live, followed by its scenery and natural environment. Other comments included outdoor recreation, heritage (particularly from Clyde, but also Ophir and St Bathans respondents) and a forward-thinking, progressive and sustainable place.

### Vincent youth insights survey, August 2020

#### Methodology and demographics

- A three-question survey, designed to learn about what youth love most about the place they live/associate with, what they would like to change about this place, and what they would like the place to be known for.
- The survey was conducted at the Adulthood 101 workshop for youth from around the district, thought primarily from Vincent ward. The workshop was held on Monday 3 August.
- Thirty-six surveys were completed: 26 by students from Alexandra, 3 from Omakau, 2 from Clyde, 2 from Cromwell, 1 from Teviot Valley, 1 from Poolburn and 1 from Hong Kong.
- Twenty respondents live in town, 10 live on a lifestyle block and 4 on a working farm.

- The majority of respondents were female (25), male (9), and gender diverse (1).
- Thirty respondents were aged between 16-18, two aged between 19-21 and three aged between 22-25.

## Results

Respondents **like** the small-town community that they feel is friendly, welcoming and supportive. They like being close to family and friends and they like the space and scenery the area has to offer. The outdoor activities including tracks, trails and access to the lake are also things young people like about their place.

The main thing that younger people would like to **change** about their place is to have more to do. This includes more outdoor activities, more shopping and more opportunities in general for young people. Two respondents mentioned water (clean water, more water for irrigation) as something they would like to change. Planning was also mentioned with comments about more commercial and residential development and looking after land and space.

Young people would like their place to be known for being a friendly, supportive and connected community; a place where people can enjoy themselves. They'd also like it to be known for the tracks and trails, and beautiful natural environment.

## The Next Chapter survey, October 2019

### Purpose

To gain insight into current and future needs of our aging population living in the Alexandra basin. Of particular interest is current and future accommodation needs, social connectedness and support, and potential transport needs. The survey was developed as a joint venture between Alexandra Community House, representatives from ACOSS, and Central Otago District Council. The Ministry for Seniors provided a grant to assist with the survey's implementation.

### Methodology and demographics

- On-line and paper surveys, promoted through social service agencies, local sport and community organisations, and social media promotion.
- 395 responses received; the survey analysis focussed on the 364 responses received from Alexandra residents.
- Forty percent of respondents were aged between 66 and 75 years of age.

### Results

Accommodation:

- Seventy-five percent of respondents have lived in the region for 11+ years and 71% see themselves living in this region for the next 11 or more years.
- Ninety-four percent own their own homes.
- People's next accommodation choice include a retirement village with full care (110 responses), down-sized independent living (94 responses), residential care with healthcare support (82 responses), retirement village with no healthcare support (76 responses), or shared living (i.e. independent apartments with communal social spaces) (61 responses).
- The most likely causes for people to leave the region in the future are health-related issues (170 responses), availability of suitable living arrangements (161 responses), connections with family (103 responses) or mobility/transport issues (101 responses).

Social connectedness and social service needs:

- Eighty-six percent were a member of a group or organisation and 89% have interests or pastimes that they are actively involved in.
- Barriers for joining groups included the time of the day that the activity is held and price.

- The majority of respondents have regular connections (daily or weekly) with friends, family, neighbours, and clubs/organisations.
- Half of all respondents volunteer regularly and 31% are in paid employment.
- Most respondents regularly use currently use technology (e.g. the internet) to connect with friends and family, for online banking, news/media updates and online shopping.
- Library and gold card services are the most frequently noted services that are currently used by respondents; future potential service requirements include house cleaning, household maintenance, gardening, social support agencies (e.g. Alzheimer's), home health support and meals on wheels.
- Nearly all respondents (97%) own their own vehicle(s) and 89% are confident drivers (i.e. are comfortable traveling to Dunedin or further afield).



# Cromwell

## Cromwell Masterplan: Values/insights survey, August 2018

### Methodology and demographics

- A three-question survey, designed to learn about what people love most about the place they live/associate with, what they would like to change about this place, and what they would like the place to be known for.
- 461 surveys were completed (an 8-9% response rate). 11% were under 35 years old, 25% aged 35-49, 34% aged 50-64, and 30% over 65 years of age.
- Seventy percent of respondents lived in Cromwell's urban area.

### Results

Respondents **love** Cromwell's community and lifestyle (its peaceful, laid back, and down-to-earth feel; its sense of community; and good cross section of people), its range of recreational facilities and amenities (its greenways, walking tracks, lake recreation, motorsport opportunities, sports facilities), and the natural environment (the natural clean landscape, wide open spaces, mountains and orchards/vineyards).

Improving the mall to be Cromwell's centralised hub and better planning and control of Cromwell's growth development (i.e. control of high-density housing, development of subdivisions) were the two most reported requests for **change**. Also mentioned were more and better facilities, better infrastructure, lakefront development, and control of freedom camping.

Respondents **would like Cromwell to be known** as a great place to live and visit (i.e. its friendly down to earth family oriented community; its orchards and vineyards (high quality produce); the scenery and natural environment (from the mountains to the lake); and a great holiday destination.

## Cromwell Masterplan: Let's Talk Options survey, November 2019

### Purpose

To determine a preferred outcome, based on three possible options, for Cromwell's spatial framework i.e. how and where Cromwell grows, the town centre and civic facilities, and Cromwell heritage precinct and memorial hall.

### Methodology and demographics

- 467 people completed the survey.
- Over 40% of respondents are over 60 years of age, whereas 3% are under 30 years of age.
- Fifty-six percent of respondents are Cromwell township residents, 32% are permanent residents in outlying settlements within the Cromwell basin and a very small portion live outside the Cromwell Basin.

### Results and recommendations

#### Where should Cromwell grow?

1. Forty-nine percent preferred growth occurring within the existing town boundary: Vibrant town centre; innovative high-density housing options; smaller settlements retain their rural feel, and productive land is protected  
Those against this option: didn't want high density housing (change the small-town character) and development on recreation reserves (e.g. Cromwell golfcourse)

2. Thirty percent wanted balanced growth between the township and rural settlements (significantly most popular option for respondents living in outlying settlements). Vibrant town centre, plus make use of the land south of town; high-density housing, preserve and develop green spaces; protect productive land; provide balanced growth between Cromwell township and smaller settlements  
Those against this option: Wanted to avoid urban sprawl and wanted a more intense focus on urban growth to stimulate the town centre.
3. Fifteen percent wanted change focused across the Cromwell basin  
Encourage growth in the smaller settlements; avoid high density housing and an overpopulated town centre; protect green spaces and recreation areas; and provide housing/lifestyle options.  
Those against this option: Wanted to protect the character and rural lifestyle values of the smaller settlements. Others did not want smaller section sizes or the need to duplicate infrastructure and services.

### **Renewing the town centre**

1. Forty-three percent wanted a commercially focussed town centre.  
Creates a commercial/retail hub; will activate significant change to the mall (i.e. improve visibility into the mall, introduce new civic buildings and a 'town square')  
Those against this option didn't want 3-4 storey buildings (city-like; shading), too ambitious and costly, concern about residential and worker accommodation within the mall.
2. Thirty-six percent wanted a mixed-use town centre (preference for all age groups, except the 60-69 year olds).  
Want a mix of retail, office and residential development to create vibrancy; open up the mall and improve access.  
Those against this option didn't want increased building heights and the commercial/residential mix, while others thought it was not ambitious enough.
3. Six percent wanted to upgrade the existing mall.  
Cost efficiencies; the existing structures have potential.  
Those against this option did not think it was ambitious enough to activate change.

Note: Cromwell's urban responders scored relatively the same for commercial vs mixed development, whereas rural/settlement responders tended to prefer option 3.

How ambitious do we need to be to improve our town centre? 74% very ambitious; 17% moderately ambitious; 4% not very ambitious.

### **Arts, Culture, Heritage Precinct**

1. Fifty-seven percent wanted to create an arts, culture and heritage hub with potential visitor accommodation.  
Good location for visitor accommodation (possibility for commercial investment); utilises the lakefront; creates a destination (heritage, arts & culture, visitors), a multi-purpose facility.  
Those against this option opposed the hotel development as it would obstruct views.
2. Twenty-nine percent wanted to create a memorial hall and functions centre that was connected to the lakefront.  
A new build for the hall (rather than a renovation); utilises the lakefront; a multi-purpose facility; link heritage/retail/business; possible visitor destination.  
Those against this option felt it was a compromise and didn't go far enough to make it a 'destination'.

3. Eight percent wanted to upgrade the hall and improve access to the heritage precinct.  
Refurbishment, in keeping with original architecture, is all that is required; most realistic and achievable; retains the heritage precinct's quiet relaxed nature.  
Those against this option felt a refurbishment didn't address future growth and was not a good fit for community-use.

## **Pisa survey, February 2018**

### **Purpose**

To understand community values and help plan and prioritise local community projects. This survey was developed by the Pisa District Community Group, with support from Central Otago District Council.

### **Methodology and demographics**

430 surveys were sent to residence and holiday home-owners. 168 responses were received (39% response rate) – 70% confirmed they were permanent residents.

### **Results and recommendations**

- The things people liked most about living in Pisa was its quiet and peacefulness (not too busy and a relaxed atmosphere) followed by Lake Dunstan, its rural feel, views and people.
- The things they would like to change was more public facilities, footpaths, and limiting housing development (slowing down or stopping additional houses being built). Maintenance of the lake and pest control also featured.
- Prioritised community concerns were a coordinated rabbit control programme; sealing and tree removal for Ferry Lane footpath; 40km/hr speed limit in Pisa Moorings; clarification of planning and building regulations for the area; a walking/cycle track along the lakefront; development of new and existing lakefront services (including boat ramp, playground, bbq); dog regulations.

# Teviot Valley

## Teviot Valley insights survey, August 2020

### Methodology and demographics

- A three-question survey, designed to learn about what people love most about the place they live/associate with, what they would like to change about this place, and what they would like the place to be known for.
- The online survey ran from 21 July through to 31 August 2020.
- 43 surveys were completed: 27 by Roxburgh residents, 10 by Millers Flat residents, three by Ettrick residents and three by Lake Roxburgh Village residents.
- Eighty-four percent of responses were from people aged 50 years or over; 5% were less than 30 years of age.

### Results

Respondents overwhelmingly **like** the community spirit of Teviot Valley i.e. small community feel, a community that comes together, friendly and helpful locals, caring community. Natural environment was the second most popular attribute that respondents like about their place i.e. views of the river, having a clean environment, scenery and tranquillity. The peacefulness of the Valley, the climate and the lifestyle were all mentioned a number of times as things the community like about their place.

Improving infrastructure came out as the strongest area in which people would like to see **change** i.e. improving and developing infrastructure for future employment, better access to faster internet, improve main road and maintain smoother footpaths, development of a retirement village. This was followed by 'improving services and amenities including better medical services (continuity of doctors). Many respondents simply said 'nothing', meaning that they did not want to change anything about their place. Better control of planning and development was also mentioned a number of times i.e. rezoning for accommodation, decreasing speed limit beside golf course and less subdivisions.

Respondents **would like the area to be known** for being a tourist destination, followed by wanting to be known for their community spirit, horticulture and being a great place to live.

## Teviot Valley seasonal worker survey, May 2017

### Purpose

To understand seasonal worker employer and employee needs so that the Teviot Valley can build on its reputation as a good place work. The investigation looked at whether any more can be done to support and integrate seasonal workers into the community. Funded by the Teviot Valley Community Development Scheme Governance Group.

### Methodology and demographics

Two surveys were conducted between February and April 2017: a survey of 87 seasonal workers about their experiences working and living in the area (this equated to approximately 7% of the total number of seasonal workers in the Valley during the 2016/17 season); and a second interview survey with 12 (or 80%) of the 15 employers of seasonal workers in the Teviot Valley. The employers were asked how seasonal workers can be further supported.

### Results and recommendations

- Approximately 1,180 seasonal workers were employed on horticultural businesses in the Teviot Valley in the 2016/17 season. More than half of these were backpackers and the peak month of employment was January. Demand for employees is growing, due to additional plantings, and will likely increase by 60-100 workers over the next 5 years.
- 97% of seasonal workers interviewed said they would recommend the Teviot Valley to others as place to work – because the people are friendly, the work that is available and there is a quiet relaxed pace of life.
- Making seasonal job searching easier: that seasonal workers interviewed indicate that a website and Facebook page would be the preferred means of communicating information about working and living in the Valley.
- Consider working with the Central Otago District Council and mobile service providers to see if mobile coverage in the valley can be improved and black spots resolved, that workers staying in commercial accommodation have access to Wi-Fi at their lodgings.
- Consider developing an initiative that connects workers with their families and home communities through technology.
- ‘Being away from family’, ‘isolation’ and the ‘quiet’ are some of the challenges seasonal workers
- Consider developing a programme of events building on the interests of seasonal workers highlighted in the surveys. The report contains a broad range of interest areas.
- Note that 10 of the 12 employers interviewed consider there is an accommodation shortage in the Valley. While growers are slowly adding to their accommodation supply and a home hosting business has opened in the Valley, the closing of two camping grounds has exacerbated the issue. working with the Teviot Valley Community Board and the Central Otago District Council to resolve freedom camping issues in the Valley.
- As noted in the report, freedom camping is raising issues regarding the potential contamination of fruit
- Seasonal workers were asked what they enjoy about living here. The small, peaceful and relaxing village atmosphere was the most common response. The friendly locals and the beauty of the natural landscape also featured highly.
- Challenges with living in the Valley: The cold climate and limited retail were ranked the highest. The quiet, being away from family and isolation also featured.
- Challenges for the valley – loss of camping grounds was causing an accommodation shortage; freedom camping and related hygiene issues; difficult to buy properties because they were being used by seasonal workers.

# Maniototo

## Maniototo insights survey, September 2020

### Methodology and demographics

- A three-question survey, designed to learn about what people love most about the place they live/associate with, what they would like to change about this place, and what they would like the place to be known for.
- The online survey ran from 2 August through to 6 September 2020.
- 96 surveys were completed: 60 by Naseby respondents, 20 by Ranfurly residents, six by Otarehua residents, three by Kyeburn residents, three by Waipiata residents, two by Gimmerburn residents and two by Patearoa residents.
- Sixty-nine percent of responses were from people aged 50 years or over; 10% were less than 40 years of age.

### Results

Respondents most **like** the peace and quiet and relaxing lifestyle of the Maniototo. They like the outdoor recreational opportunities including walking and biking tracks in the Naseby forest, the Rail Trail and the curling rink. They like the scenery, big skies and wide open spaces. They also like the community feel and spirit (including genuine, caring, inclusive, close knit community) and the quaint, authentic historic character.

Respondents had many suggestions as to what they would like to change about their place however 'nothing' was mentioned the most, this means many respondents did not want anything to change. Better services and amenities, including more rubbish bins and dog poo stations, more pubs and eateries, improvement of the golf club and tennis courts, more shops, more trade services was the second most popular change that respondents would like to see. Thirdly, people would like to see some improvement in town infrastructure, including improving streets, gutters, channels and footpaths, water supply and quality. Respondents **would like the area to be known** for its quaint, historic character and heritage, followed by wanting it to be known for the beautiful, clean, natural environment and wide-open spaces. Being a peaceful, relaxed and tranquil area, being a great 'Kiwi' holiday town with old fashion fun and being a safe and family friendly place are also attributes that respondents want their place to be known for.

## Patearoa community plan survey, September-November 2019

### Purpose

A community engagement process was undertaken in 2018/2019 to gather content for a new community plan for the Patearoa and Upper Taieri communities.

### Methodology and demographics

- A three-question survey, designed to learn about what people love most about the place they live/associate with, what they would like to change about this place, and what they would like the place to be known for.
- The survey was emailed and posted to 50 dwellings of Patearoa plus surrounding properties in Paerau and the Styx.
- 47 surveys were completed (51% permanent resident and 49% non-permanent).
- In November a 4-hour community workshop was held in Patearoa – 19 community members attended.

## **Community survey, September 2018**

Results and recommendations:

- The things people liked most about living in in this area was its peace and quiet (73% of respondents); welcoming and friendly community (55%) and scenery (49%). Other comments included climate, recreational activities and location.
- The things they would like to change was the roads (10 responses) – more tarsealing and better maintenance; more pride in the township (6 responses); and water quality of rivers (5 responses). Other comments included increased community cohesion, more mountain bike tracks linking to the rail trail, encouraging people to set up business and other development there.
- Factors of importance in their natural environment: Maintaining and enhancing their walkways were rated as most important, following by their swimming hole and maintaining current heritage sites
- Factors of importance in their social environment: Keeping the pub open was rated most important, followed by get-togethers (working bees, quiz nights, the yearly ratepayers bbq) and recreational activities (bowling and golf clubs).
- Factors of importance relating to infrastructure: Town water, rural delivery, recycling and public toilets were considered as very important. These were followed by roads, the pool, the library, the hall and the domain.
- Factors of importance for health and safety: The community AED, followed by road speed through the village and the provision of a bottle and rubbish bin. Other comments related to emergency fire hoses, the siren at the pub and a community evacuation plan.

## **Community workshop, November 2018**

Opportunities identified:

- Recreational opportunities (swimming, walkways, cycling, night sky)
- Peaceful, tranquil lifestyle
- Strong, connected community
- Appreciation of the area's natural environment and its protection

Challenges for the community:

- Infrastructure – poor roading and telecommunications
- Reduced 'people power' to sustain community activities and assets
- Link to the rail trail
- Water quality (streams and rivers)
- Community (intergenerational opportunities needed, skill sharing, a sustainable community)
- Rabbits

## District-wide engagement

### Central Otago District Council Residents' Survey, July 2020

#### Purpose

For Council to measure its performance with respect to the services it provides during the year and identify issues and priorities for the coming year.

#### Methodology and demographics

- Online (for the fifth consecutive year); 545 completed surveys received.
- Gender response bias (70% female: 30% male); plus an over-representation (based on Census data) of 60+ year-old respondents (41%).
- Forty-nine percent of respondents were from the Alexandra ward, 33% from Cromwell, and 8% from both the Maniototo and Teviot Valley.

#### Results and recommendations

Respondents' top priorities for Council:

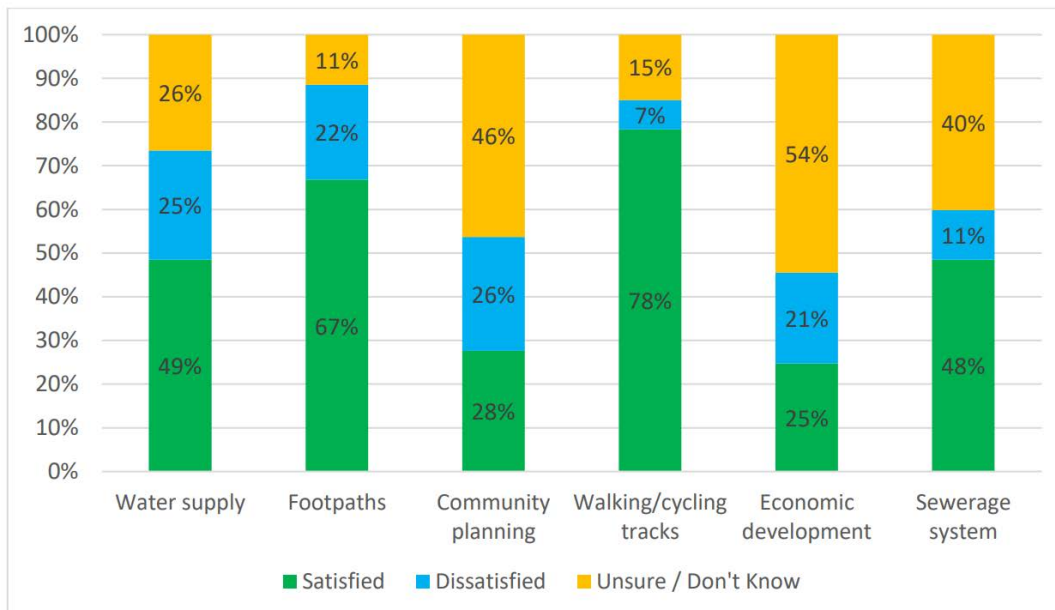
Ranking	2020 Priorities	2019 Priorities	2018 Priorities	2017 Priorities
1	Water Supply	Water Supply	Water Supply	Water Supply
2	Footpaths	Footpaths	Community Planning	Community Planning
3	Economic Development	Community Planning	Sewerage System	Public Toilets
4	Community Planning	Walking / Cycling Tracks	Litter Bins	Community Halls
5	Walking / Cycling Tracks	Economic Development	Footpaths	Footpaths
6	Sewerage System	Sewerage System	Public Toilets	Litter Bins

Priorities by ward:

- Vincent: water supply; sewerage; economic development
- Cromwell: water supply; car parking; community halls; stadiums
- Maniototo: sealed roads; footpaths; dog control
- Teviot Valley: economic development; emergency management (civil defence)

Satisfaction with Council's efforts:





## Wi-fi survey, March 2020

### Purpose

Survey of freedom campers wanting to access wi-fi at the campsite to gain understanding of camping behaviours and expectations.

### Methodology

- 4,075 responses; 81% from international visitors (Germany, France, western Europe).
- Fifty-three percent of responses were from 25-39 year-olds; 30% from 18-24 year-olds.

### Results

- Forty-three percent of respondents were staying in a van, 28% in a purpose-built campervan, and 16% in a car.
- People were attracted to the area because of free camping (41%), followed by good facilities (18%) and a quiet and safe location (16%).
- How much would you be prepared to pay for the site: \$0 (41%); \$5 (37%); \$10 (20%).
- Eighty percent of respondents rated their camping experience as very good or excellent.
- Most people found the site via campermate (68%).

## Remote workers in Central Otago, February 2020

### Purpose

To find out from remote workers in Central Otago: why they choose to work remotely; what industry they work in; their level of satisfaction; connectedness to the community; related opportunities; and their interest to grow what they do.

Remote worker definition: someone who works outside a traditional office, often from home or a coworking or public space, and connects with customers or work team via technology and travel.

### **Methodology and demographics**

Forty-five responses to an online survey; 5 responses to face to face interviews (used to gain a better understanding of the reasons behind the survey answers).

### **Results and recommendations**

- More females than males are working remotely in Central Otago (69% vs 31%)
- Most are mid-career, in the prime of their earning years, who have chosen to base themselves either in or close to the larger two towns (Alexandra and Cromwell) in the district
- The vast majority work from home (78%). Some use an office space and only a few use public spaces such as a library or café
- The majority of remote workers are self-employed directors, business owners or consultants, working in knowledge intensive industries, many of whom have been working remotely for up to 10 years
- The majority earn above the mean annual income for Central Otago (\$52,000), with 62% of respondents earning \$61,000 or more
- Remote workers in Central Otago earn the majority of their income in New Zealand, outside of the Central Otago district. Only a small portion earn any income overseas
- On average respondents to the survey spend approximately 65% of their work time in Central Otago
- Reasons respondents choose to work remotely include; lifestyle (67%), flexibility (58%), family (42%) and availability of work (36%)
- Remote workers are happy with their situation. Selected an average of 4.2 out of 5 on a scale of how satisfied they are being a remote worker.
- Things that would help increase remote worker's satisfaction involve connectedness with the community (over half indicating that they would be interested in being part of voluntary projects) and having opportunities to meet others in similar industries
- The main two barriers preventing remote workers from expanding locally include the ability to generate adequate income locally (42%) and proximity to customers (38%)
- Internet connectivity was a common theme identified in the interviews, both as an enabler of business and as an area where Council could advocate for improvements.

## **‘Paws for thought’ and dog control bylaw surveys, December 2019**

### **Purpose**

To gauge public opinion on the objectives of the Dog Control Policy, which are to protect public safety, control dogs in public places and to have costs associated with dog control to be met through dog registration fees.

### **Methodology**

- Two online surveys: a pre-consultative online survey and a proposed bylaw change survey.
- 541 responses to the pre-consultation survey and 92 responses for the second survey (with a 77% completion rate).
- Eighty percent of respondents to the pre-consultative survey were dog owners.

### **Results**

- Eighty-two percent of respondents supported the proposed bylaw.

- Eighty-eight percent in second survey agreed dog control costs should be met by registration fees.
- Eighty-seven percent in the pre-consultation survey supported the need for designated dog exercise areas; 74% agreed with having dog parks with additional services and amenities (e.g. fencing).
- Eighty-eight percent did not want additional prohibited areas for dogs. 'No dog' zones should include playgrounds, swimming pools, food sale areas and 'no dog zones' on DOC land.
- Ninety-one percent of subsequent submissions supported the new 'on leash' areas – i.e. dogs are permitted but must be on a leash.

## Responsible camping survey, 2019

### Purpose

For Council and MBIE to understand the success (or otherwise) of local responsible camping initiatives.

### Methodology and demographics

- Survey interviews were conducted over three weeks at Weatherall Creek, Pinders Pond, Lowburn, Jacksons Inlet, Champagne Gully and Bendigo.
- Survey interviews were conducted over two weeks at Pinders Pond and Weatherall Creek.
- A total of 140 surveys were collected.

### Results and recommendations

- Two-thirds of the respondents across all sites were less than 40 years of age.
- One-third of respondents were New Zealanders – they were mainly from the South Island, especially Dunedin and Invercargill. The remaining respondents were from Germany (17%), the Czech Republic (16%), France (11%), United Kingdom (8%), and others.
- Just over half were travelling as a couple; 35% were travelling alone.
- Respondents' reasons for staying at the campsites were for holidaying, passing through the district, or working (mainly in orchards (86%) or vineyards (11%)).
- Approximately 58% stayed one night only; 21% for two nights and 20% for three.
- Their reasons for choosing that site was to experience nature, because it was free, and because it was close to the main road. Over half the responders used Campermate to locate the campsite.

## Climate change demonstration, August 2019

### Purpose

A public demonstration, led by St Gerards School, to implore Central Otago councils (i.e. ORC and CODC) to proactively get behind initiatives that slow climate change.

Their goal was for Council to declare a climate emergency for Central Otago.

*The term climate emergency recognises that the Earth has reached key climate tipping points and that incremental action (i.e. gradual reduction of emissions over several decades) is no longer a reasonable course of action if we want a future for ourselves and our children.*

*Such a declaration is seen by its proponents as urging global action to: move to negative and zero emissions as soon as possible; draw down excess greenhouse gases on an 'industrial' scale; and place a priority focus on strategies that create cooling.*

Student initiatives to stem Climate Change:

- Reduce vehicle transport to school

- Organic school gardens – barbecue for the class at the end of term; no fossil-fuel fertilisers (used compost and horse manure)
- Native tree plantings
- Waste audits amongst classmates
- Honey wraps
- Develop skink habitats in the school gardens
- Water quality monitoring

Their Requests of Council:

- Declare a climate emergency
- Do more about pollution
- Encourage government to make fossil fuels expensive
- Reduce waste
- Plant more trees
- Encourage walking, biking and scootering
- Improve pathways and road crossings
- All new property developments should include pathways for active transport
- More e charging stations
- Encourage dealerships to stock e-cars
- Lobby government to make e cars cheaper

Council actions:

- A resilience plan, to identify risks to critical council infrastructure, including those caused by climate change.
- Council's sustainability strategy (adopted February 2019)

Council declares a climate crisis, September 2019

## Central Otago labour survey: horticulture and viticulture, August 2018

### Purpose

To help understand labour issues in the horticulture and viticulture sectors in Central Otago. The horticulture and viticulture sectors are co-dependant as they often draw upon much of the same labour pool and face very similar labour issues. Both sectors were therefore considered in tandem. This survey was developed by the Central Otago Labour Market Governance Group, and is the third iteration of similar research undertaken in 2014/15 and 2006.

### Horticulture methodology

Surveys were mailed out and interviews conducted; 47 responses were received (representing 77% of Central Otago orchards, and 91% of the planted hectares).

### Viticulture methodology

Surveys were mailed out and interviews conducted; 85 responses were received (representing 63% of viticulturalists and covering approximately 93% of all planted hectares in Central Otago).

### Results and recommendations

#### Growth:

- Growth in the next 4-5 years will come predominantly from Cromwell's horticultural sector (i.e. 465 hectares of new cherry plantings – a 56% increase on current

plantings; plus a feasibility study underway for an additional 495 hectares of cherries). Total orchard plantings will overtake vineyard plantings during the next 4-5 years.

- Grape plantings in Central Otago are expected to increase by 14% over the next 4-5 years (i.e. 2275 hectares of vineyard estate).

#### **Employment:**

- Horticulture employed 4,965 workers (up 22% or 884 workers from the previous season) and viticulture employed 1,427 (down 36 workers on last year) in 2017/18. There are now 614 permanent employees in the horticulture and viticulture sectors (a 105 or 19% increase in the last three years).
- Labour demand during the peak harvest period is expected to increase by 1,186 in the horticulture sector and 123 in the viticulture sector over the next 4-5 years. In 2017 there was a peak season labour shortage of 400 workers.
- There is an increasing realisation that growers who provide a high level of pastoral care and realistic wages are more likely to attract and retain staff.
- It is recommended that the Labour Market Governance Group works with trainers (e.g. Cromwell polytechnic) to develop training in roles such as supervisors, managers, machine operators and tractor drivers.

Recommended that the sectors and the community acknowledge the ongoing value of backpackers to the region and find ways to celebrate this appropriately.

#### **Accommodation:**

- There is a predicted peak harvest demand by 2021/22 of 6,198 beds, across both sectors. While there is a predicted increase in camping in bed and capacity supply of 1,615, there is still a forecast shortfall of 2,298 beds.
- There is concern about the reduction of commercial campground capacity, upcoming restrictions on freedom camping, and the affordability of housing in the Cromwell region (particularly for permanent workers).

## **University of Otago Masters of Planning research papers, November 2018**

### **Heritage issues in Bannockburn and Ophir**

**Purpose:** Investigate how heritage values be protected and enhanced to support future community initiatives (and growth), and provide recommendations to Central Otago District Council and the Department of Internal Affairs

#### **Methodology:**

Informant interviews, focus groups and site inspections within the communities, plus literature research on the areas.

#### **Observations:**

- Greater knowledge of the locations and inherent values attached to heritage features and sites (particularly sites important to Maori)
- A community desire for authoritative support (potentially from a CODC heritage planner) to implement heritage initiatives
- Communities should investigate how heritage values, sites and features can be recognised and what opportunities may be available to achieve community goals
- Develop a better collaborative understanding throughout the community of the heritage values and aspirations that exist

- Some sectors of the community believe the heritage protection measures within the Central Otago District Plan should be extended

### **Growth issues in thriving small towns: A case study of Cromwell**

#### **Purpose:**

Investigate how the community is responding to growth in Cromwell and provide recommendations to Central Otago District Council and the Department of Internal Affairs.

#### **Methodology:**

Informant interviews, focus groups and site inspections within the community, plus literature research on the area.

#### **Suggestions:**

- Expand Cromwell as a tourist destination
- Develop a heart or hub in Cromwell
- Define development of the industrial area
- Establish networks of collaboration between Council and the community
- To enable positive growth the Council and community must have a strong, collaborative relationship and understanding of each other's aspirations for the future.

### **Amenity Provision in Pisa Moorings and Omakau**

#### **Purpose:**

Investigate current amenities and determine the feasibility of community-led initiatives to enhance public amenity spaces in Omakau and Pisa Moorings. Provide recommendations to Central Otago District Council and the Department of Internal Affairs

#### **Methodology:**

Informant interviews, focus groups and site inspections within the communities, plus literature research on the areas.

#### **Recommendations:**

- Continue development of a community hub in Omakau: confirm the exact location on the domain and ensure it provides for a range of uses.
- Determine Council influence in providing public toilets in the retail area and providing green space as the town grows.
- Investigate developments for Pisa Moorings: the location of further green space; funding for more built amenities; funding options for footpath installations
- Consider Pisa Moorings' 'rural feel' in future developments

### **Identity in a growing Clyde**

#### **Purpose:**

Explore strategies to retain Clyde's identity and preserve its heritage values, while facing growth pressures, and provide recommendations to Central Otago District Council and the Department of Internal Affairs.

**Methodology:**

Informant interviews, focus groups and site inspections within the community, plus literature research on the area.

**Results and recommendations:**

- Important aspects of Clyde's identity include: community, gold mining heritage, its unique style of tourism, business, family and children, and natural heritage
- Threats: residential subdivision and development within the heritage precinct, an increasing/shifting residential community, increasing/shifting tourism markets, and Clyde's identity melding with Alexandra's
- Residents and local businesses should support each other to retain the authentic nature of the businesses
- Consider restricting subdivisions and further residential development in and around Clyde, as well as between Clyde and Alexandra

**Alexandra: A point of difference****Purpose:**

To understand whether Alexandra's identity can contribute towards its development as a visitor destination, and to investigate opportunities to promote economic, tourism and cultural development that reflects Alexandra's identity. Provide recommendations to Central Otago District Council and the Department of Internal Affairs

**Methodology:**

Interviews and focus group meetings with community stakeholders, plus literature research by the students.

**Results and recommendations:**

- Alexandra is at risk of small-town decline and there is a need for community, industry and local government to encourage growth
- Recommendations for the promotion of Alexandra as a destination:
  - Develop a strong vision for the future
  - Develop a strong central hub
  - Integrate existing cycle networks into the town centre
  - Promote the packaging of high-value tourist activities

## Public engagement and consultation through Planning

**Private applications for changes to the District Plan:**

- Plan change 12: The Wooing Tree development, Cromwell
- Plan change 13: Sandflat Road development, Cromwell
- Plan change 14: Cherry Court development, Ripponvale
- Plan change 15: Residential development, Clyde

**Summary of sentiment:**

Development of the right nature and the right place – i.e. ensure the right type of development so that density occurs near town centres and different density levels are offered in other areas.

**Public complaints relating to the District Plan and Resource Management Act**

- Reverse sensitivity – impacts of rural activities on rural neighbours; urban noise from conflicting activities (loud music, chickens, etc.) – community expectation of a low-noise environment.
- Heritage values – concern about new or altered buildings that affect heritage values.
- Landscape values – biodiversity loss (e.g. conversion of drylands; water use).

## **Regional Identity stories (2018 – 2020)**

Stories and profiles developed through community working groups and interviews:

- Gold story
- Artisan Food story
- Cycling story
- Teviot Valley, Manuherekia and Ida Valley, Maniototo and Alexandra unique stories

### **Key take-outs:**

- Wide open spaces, harshness of landscape, quality and nature of our environment, climate seasonality – all combine to shape the character of the people who live in this region.
- All stories demonstrate how people have made innovative use of place to create unique products and lifestyles.