



FACILITATED WORKSHOP REPORT

FOR

CHOOSING FUTURES WAIKATO

**COMMUNITY STAKEHOLDERS
VISIONING # 8 - PUTARURU**

8 MARCH 2005

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OVERVIEW SUMMARY

1. INTRODUCTION

The community workshop minuted in this report was the eighth in a series of nine community visioning workshops commissioned by Gavin Thomas, Regional Community Outcomes Co-ordinator, Choosing Futures Waikato.

The primary objective of the community workshop series was to:

“To gain regional visioning information from members of the communities of the Waikato Region.”

The primary objective was to be achieved by:

- Bringing together members of the various communities and representatives of key community stakeholder groups in joint dialogue to contribute to the identification of Waikato regional community outcomes.
- Providing participants with a basic understanding of the community outcomes concept and of the framework proposed for the Choosing Futures Waikato processes.
- Forming a group view on the qualities of the Waikato region and how a regional vision may benefit community outcomes.
- Gathering regional visioning information from participants, taking the form of a number of high-level regional visioning concepts, specific to the Waikato Region, which address the full spectrum of community well-being.
- Laying the foundations for ongoing and productive relationships with key community organisations and members of the communities which will contribute to the Choosing Futures Waikato processes.

Note: The overall objective of the workshops was not to make final decisions but was to collect information which will contribute to the overall stakeholder and community outcomes visioning processes and to assist in laying a foundation for on-going organisational relationships with key community stakeholders.

The above primary workshop objective was reviewed and accepted by all participants at the commencement of the workshop.

The consultation workshop was independently facilitated by Martin Thomas, of Martin Thomas & Associates, and was conducted between 6:00 pm and 9:15 pm on Tuesday, 8 March 2005 in the Putaruru Timber Museum, Putaruru.

2. FACILITATED WORKSHOP OVERVIEW

This workshop was the eighth of nine community workshops, designed to be one element of the initial phase of a wider Choosing Futures Waikato process (outlined in Appendix D).

The workshop agenda was designed to lead participants through a structured process that began by providing participants with an understanding of the Choosing Futures process and how it fits with local community outcomes processes.

Participants then briefly identified key *local* issues and followed on to consider the wider Waikato region by discussing their perceptions of regional strengths, weaknesses, opportunities and threats, distilling out the most significant items. From this a list of key *regional* issues was derived.

With the foregoing as background participants then identified a range of outcomes that they would like to see achieved in the Waikato Region in, say, 10 - 20 years time. Following the in-depth, broad-ranging discussions sub-groups identified those outcomes that they perceived, and agreed, would be *the* most important outcomes to work towards for the Waikato region.

The session concluded with a reiteration of the key aspects of the Choosing Futures process and an explanation of 'where to from here' by Gavin Thomas, Regional Community Outcomes Co-ordinator.

The experience of the workshop session was then evaluated by participants for potential process improvement suggestions.

FACILITATED WORKSHOP PROCEEDINGS

This section of the report minutes the information generated and captured within the workshop. It is not intended as an interpretative document.

All information from the workshop series is to be collated and analysed as a further step in this initial phase of the process.

3. WORKSHOP WELCOME & CFW PROCESS OVERVIEW

The workshop participants were welcomed by Neil Sinclair, Mayor, South Waikato District Council.

A presentation was then made by Gavin Thomas, Regional Community Outcomes Co-ordinator, providing an overview of the Community Outcomes Process (refer Appendix D).

Janet Ralph, Strategic Planner, South Waikato District Council, then provided a brief outline of the current situation in regard to *local* community outcomes processes being undertaken.

4. KEY LOCAL ISSUES

As a plenary group participants identified the following items.

Local Key Issues

1. On-going employment / unemployment, economic growth / diversity
2. Half land area in pine forest – dependency on this
3. Lower levels of health and education than rest of region
4. Declining population / and aging
5. Self-image of people / public image (in media)
6. Comparatively new district – branding issue
7. Difficulty in appreciating assets of the district
8. Multi-cultural – be open about the diversity
9. Availability of residential / industrial land for development
10. Getting people off SH1.

Please note, the items are not listed in any order of priority.

5. SUB-GROUP SWOT ANALYSES OF WAIKATO REGION

Workshop participants were divided into four randomly selected sub-groups and were tasked with identifying their collective perceptions of the Waikato region based on:

- Strengths
- Weaknesses
- Opportunities, and
- Threats

These are recorded sub-group by sub-group on the following pages.

It is worth noting that some items may be viewed from different perspectives and, depending on the context of that perspective, may appear under a number of headings. For example, 'diversity' within the region is acknowledged, and can be viewed as strength, a weakness, an opportunity or a threat. Therefore, it will be important for the Regional Outcomes process to provide a context that can realise the positive nature of diversity.

The items in bold were considered by each sub-group to be the most significant for the Waikato Region.

Sub Group A

Regional Strengths

- **Natural resources – abundance**
- **Climate**
- **Rivers connecting the region**
- **Passionate people (diversity)**
- Regions got everything – hills, geothermal, geographic diversity
- Perception
 - green, clean
 - space
 - country feel
- Climate
- Roothing, signage
- Rich in minerals, gold, coal, aggregate, fresh water
- Unifying connection to whole region through rivers
- Passionate about region
- Location

Regional Weaknesses

- **Public Transport**
- **Roothing**
- **Lack of light industries**
- **Uneven growth – size of region**
- Size of region – individual groups with own interest
- Imbalance of rapid growing areas – uneven growth
- Lack of light industries
- Quality of rooding
- Public Transport

Regional Opportunities

- **Comparison with other regions i.e. Auckland**
- **Tourism**
- **Economic development**
- **Cultural diversity**
- **Location**
- Auckland – comparison
- Eco-tourism – realistic opportunity

- Location
- Economic development – limit thorough fare activity
- Cultural diversity

Regional Threats

- **External perception of region**
- **Uncontrolled coastal development**
- External perception i.e. not seen as big as Auckland, Wellington
- Over dependence of agriculture, horticulture
- Potential for external buyers to buy land, water
- Coastal development

Sub Group B

Regional Strengths

- **Diversity of tourism options**
- **Changing land use / forestry / dairy**
- **River**
- **Diverse landscape**
- **Centrality – urban centre health services**
- **Access to a port**
- **Arts community - culture**
- Tourism, river, diversity of options
- Changing land use – forestry to dairy. Diverse landscape / land forms
- Central to major urban centres
- Variety of peoples / cultures
- Central to health services
- Access to international port
- Arts communities, museum, art gallery in Hamilton

Regional Weaknesses

- **Hamilton / centric thinking**
- **Changing land use**
- **Access to health**
- **Dependence on international commodities**
- **Chiefs!**
- People in Hamilton think Waikato stops at city limits
- Changing land use – forestry to dairy
- Health system – access
- Crap super 12 / NPC teams
- Dependence on international commodity products

Regional Opportunities

- **Research / innovation park**
- **Life style opportunities – low population density**
- **Ensure infrastructure matches growth**
- **Cultural diversity**
- Research opportunities through Hamilton innovation park, Ruakura etc.
- Life style opportunities e.g. Coromandel
- Ensure infrastructure keeps up with growth

Regional Threats

- **Degradation of rivers and lakes**
- **Pollution by dairy industry**
- **Employment / unemployment**
- **Unskilled / low skilled**
- **High crime rate**
- Degradation of rivers and lakes
- Pollution by dairy industry

Sub Group C

Regional Strengths

- **Agriculture**
- **Central location**
- **Tourism**
- Tourism – range of opportunities
- Climate for outdoor activities
- Good education facilities
- Valuable land
- Coast both sides
- Good roading infrastructure
- Good state highway network
- Location to ports and international airport
- Strong forestry, agriculture
- Accessible health
- Cultural mix

Regional Weaknesses

- **Diversity of employment**
- Employment opportunities
- Roding funding
- Rugby team!
- Shortage skilled tradesmen
- Road deaths from state highway one

Regional Opportunities

- **Tourism – culture and environment**
- **Cultural makeup opportunity**
- New employment through central funding
- Development of cultural, environment, tourism of region
- Pacific Island culture centre
- Other tertiary institutes – to provide better opportunities for youth
- Events opportunities – new sports
- Protecting the environment – from more monitoring and sustainability planning

Regional Threats

- **Foreign ownership**
- **Bio-disaster**
- Declining population – centralised to Auckland / city
- Funding allocation
- Change to forestry industry
- Foreign ownership – forest and real estate
- Bio-disaster

Sub Group D

Regional Strengths

- **Location (central)**
- **High population**
- **2 coastlines**
- **Scenery / landscape / lakes / rivers etc.**
- **Leisure activities / sporting activities**
- **Diverse cultures**
- **Forest (employment / recreation)**
- **Recreational opportunities**
- **Young district – lots of opportunities**
- **Clean / green environment**
- Location (central)
- High population
- 2 coasts
- Scenery / landscape / lakes / rivers
- Leisure activities
- Sporting opportunities
- Diverse cultures
- Forests (employment)
- Recreational opportunities
- Young district – lots of opportunities
- Clean / green environment

Regional Weaknesses

- **Lack of services in smaller communities**
- **Accessibility to services**
- **Development of region – lots of potential yet untapped**
- **Resources spread wide**
- **Youth development – all cultures**
- Lack of services in small areas
- Accessibility to services
- Development of region – lots of potential yet untapped
- Resources spread wide
- Youth development – all cultures

Regional Opportunities

- **Development**
 - **all round**
 - **culture**
 - **industry**
- **Distribution – centrality**
- **Tourism**
- **Transportation hub**
- **Take advantage of our cultural / ethnic mix**
- **Eco-friendly industry**
- **Development**
 - **all round**
 - **cultural**
 - **industry**
- **Distribution : centrality**
- **Tourism**
- **Transport hub**
- **Take advantage of our cultural / ethnic mix**
- **Eco friendly industry**

Regional Threats

- **Smaller communities in danger of disappearing**
- **Uncoordinated consultation**
- **Transpower – our environment**
- **Big industry – threat to environment**
- **Being absorbed into “major cities” “losing identity”**
- **Smaller communities in threat of disappearing**
- **Uncoordinated consultation**
- **Transpower – our environment**
- **Big industry – threat to environment**
- **Being absorbed into “major cities” i.e. the sprawling / migration**

6. KEY REGIONAL ISSUES

Following presentation of the sub-group SWOT summaries the plenary group identified the following items as being the key issues for the Waikato region:

1. River
2. Tourism
3. Eco health
4. Cultural diversity
5. Natural resources - ownership
6. Economic growth
7. Research
8. Infrastructure (services / roads)
9. Central position
10. Coastal land issues (development)

Please note, the items are not listed in any order of priority.

7. SUB-GROUP 'DESIRED FUTURE REGIONAL OUTCOMES' VISIONING

Following the preparatory discussions, raising group awareness of regional issues and characteristics, participants were again divided into four sub-groups to consider and discuss their desired outcomes for the Waikato region.

All discussion groups were asked to cover the full range of social, economic, environmental and cultural considerations. The sub-groups proposed the following as being desirable outcomes.

The notes on the following pages are transcripts of the outputs of the various sub-groups. Those items considered to be *most significant* by each group are in **bold**.

Sub-group A

- **Happy, healthy, educated, society valuing its heritage**
- **Cultural society celebrated**
- **Strong diversified economy**
 - **Ag-research**
 - **tourism**
 - **underpinned by excellent, well planned infrastructure**
- **Clean, green and a trout in every stream! Some untouched coastline oh so pristine**
- Flourishing small communities
- Decentralization
- Healthy, happy
- Tourism development Waikato river
- Access to transport
- Diversity industry - tourism
- Develop natural environment
- Take care of environment
- Natural eco-environment
- Reduce reliance of forestry, agriculture
- No pollution
- Community driven decision making
- Superior infrastructure throughout region
- Economic development about tourism
- International airport development
- Major distribution hub of upper North Island
- Plan for the future (strategically)
- Include smaller communities
- Safe healthy, education
- Centre of excellence for agri-research
- Living in peace with one another
- Cultural strengths
- Tolerance
- Sustainable use of natural resources
- Clean, green environment
- Trout in every creek and lake
- Protected areas of coastline
- Recreational opportunities for all

- Well developed multi lane highways (for freight esp.)
- Full employment meaningful
- Kiwi on farms

Sub-group B

- **Environment**
 - **enhancement of preservations**
 - **coastline / landscape**
 - **water supplies**
 - **air and resources**
- **Social**
 - **quality affordable education (accessible)**
 - **quality health**
 - **affordable housing**
 - **retention services for smaller communities**
- **Economy**
 - **sustainable economic development**
 - **employment opportunities for youth**
 - **development of processing industry converting primary produce to end product**
- **Region**
 - **developed efficient transport system throughout region which is safe and cost efficient**
- **Cultural**
 - **celebrated multi culturalism**
 - **socially satisfied community with low crime rates**
 - **enhanced services for elderly and youth**
- Healthy communities with full access to quality health care
- Environment clean enough to drink out of every water supply
- Quality education for all
 - region wide
 - access / affordable
- Employment opportunities for all youth
- Socially satisfied community with low crime rate
- Celebrating diversity without criticism
- Sustainable economic development – planned and agreed
- Maintained and improved bio-diversity
- Protection of your coastline
 - erosion
 - ownership
- Preservation of water supplies – ground water

- landscape
- natural resources
- clean air
- Quality housing attainable by all population
- Retention of services to smaller communities within the region
- Fully consulted land use planning
- Safe and efficient transport routes throughout region
 - efficient transport systems
 - propulsion included
- Development of processing industry in the South Waikato processing primary produce into product here for export rather than import

Sub-group C

- **Identity – farming, environment, lakes, tourism, sense of community, celebration of cultural diversity**
- **Educational opportunity**
 - **faith in the system**
 - **national leader in education provision - free**
- **Economic diversity – growth, sustainable natural resources, tourism, other than agriculture and horticulture, eco-tourism, information technology**
- **Environment and development of it**
- **Safe communities, health people, improved living standards, equal opportunities, housing**
- **Strong well resourced growing communities**
- Safe community where people can walk around at night
- Major push for technology (information) industry to be developed and located in the region
- Increase in our living standards – particularly in lower socio economic areas – housing, child health, health, community safety and infrastructure is the basis of a sustainable region
- Dwindling populations put pressure on regional service provision – and rates – sustainable communities – strong and well resourced
- Encourage eco tourism
- Recognised internationally as a cultural hot spot – Pacific festival (annual). People from overseas to experience and celebrate the diversity of the region.
- Youth development through cultural integration
- Consider the health of our largest lake – need to be able to afford to maintain our regions natural resources
- Encourage economic diversity – improve dependency on commodity prices
- Use of native and exotic forests for recreation e.g. mountain biking – annual sporting event
- Decide on an identity for Waikato – is the region too big – a true identity – something unique and reflects how we feel
- Promotion of farming as a community and tourism asset
- Preserve the agricultural focus of the region – an asset visually for tourists – appreciate what we have
- Jobs for our people – maturing people to work. Tourism will bring jobs

- Access to education – NCEA problems
- Provide free education at tertiary level
- Leaders in tertiary education provision
- Leaders in research and innovation technology

Sub-group D

- **An environment that encourages and promotes opportunities for personal growth, development and contribution to the community region**
- **Economic Development focused on tourism (sustainable)**
- Healthy and active communities
- Clean, green and friendly
- Enough work and lifestyle opportunities for youth
- Strong arts and cultural network
- Know your neighbours
- Waikato River protected and celebrated icon
- Sustainable future
- Strong and healthy diversified entrepreneurial communities
- Crime-free region
- Controlled development – protect the green space and lifestyle
- Enough jobs to support educated workforce
- Leveraging off Auckland, but not being affected negatively
- Centre for pure Water
- Strong, positive Waikato identity – brand
- Coordinated regional services across all well-beings
- Positive youth development programmes – “more than something to do”
- Coordinated tourism marketing and development approach
- Elimination of boundaries for Senior Citizens – work and play
- Strategies for the Baby Boomers

APPENDIX A: SUMMARY OF DESIRED VISION STATEMENTS

The most significant vision statements ('bolded' in the previous section) have been grouped into key themes to enable an overall snapshot of the workshop to be generated. These themes have not been carried through to further stages of the Choosing Futures Waikato process and are designed purely to enable the workshop to stand alone if required.

(The process used to produce the information in this appendix was undertaken post-workshop by Gavin Thomas, Regional Community Outcomes Coordinator, Choosing Futures Waikato.)

A region with vibrant, healthy and well resourced communities

- Happy, healthy, educated, society valuing its heritage
- Social
 - quality affordable education (accessible)
 - quality health
 - affordable housing
 - retention services for smaller communities
- Safe communities, health people, improved living standards, equal opportunities, housing
- Strong well resourced growing communities

An inclusive region that celebrates its culture and its identity

- Cultural society celebrated
- Cultural
 - celebrated multi-culturalism
 - socially satisfied community with low crime rates
 - enhanced services for elderly and youth
- Identity – farming, environment, lakes, tourism, sense of community, celebration of cultural diversity

A region with a strong and diversified sustainable economy

- Strong diversified economy
 - Ag-research
 - tourism
 - underpinned by excellent, well planned infrastructure

- Economy
 - sustainable economic development
 - employment opportunities for youth
 - development of processing industry converting primary produce to end product
- Economic diversity – growth, sustainable natural resources, tourism, other than agriculture and horticulture, eco-tourism, information technology
- Economic Development focused on tourism (sustainable)

A region with a clean and green environment and that respects its natural resources

- Clean, green and a trout in every stream! Some untouched coastline oh so pristine
- Environment
 - enhancement of preservations
 - coastline / landscape
 - water supplies
 - air and resources
- Environment and development of it

A accessible region with efficient and safe transport systems

- Region
 - developed efficient transport system throughout region which is safe and cost efficient

A region that values life-long learning

- Educational opportunity
 - faith in the system
 - national leader in education provision - free
- An environment that encourages and promotes opportunities for personal growth, development and contribution to the community region

APPENDIX B: WORKSHOP PARTICIPANTS

The following list records the workshop community participants and the facilitation team:

Community Participants

John Natua	Tokoroa
Nora Martelletti	Okoroire
John Rasmussen	Hamilton
Murray Hamilton	Putaruru
Lois Gardiner	Tirau
Sue Arthur	Tokoroa
Heather Rydon	Tokoroa
Colin Heke	Tokoroa
Jenny Shattock	Tokoroa
Pat Menzies	Tokoroa
Bob Burns	Taupo
Greg Standen	Tokoroa
Richard Gaby	Tokoroa
Dianne Turco	Tokoroa
Sarah Pitches	Hamilton
Ben Reyngoud	Tokoroa
Jim Howland	EW Putaruru
Kieren Hooks	Putaruru
Josiah Teokotai	Tokoroa
Garry Brunton	Tokoroa
Celia Stephenson	Putaruru
Gordon Stephenson	Putaruru
Suzanne Sinclair	Auckland
Mary-Ann Mathis	Tokoroa
Noel Ferguson	Tokoroa
Janet Ralph	Putaruru

Total Participants 26

Regional Outcomes Facilitation Team

Choosing Futures Waikato

Ph 07 838-6672

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Martin Thomas & Associates

Ph 027 275-7177

Martin Thomas

Strategic Facilitator

APPENDIX C: PARTICIPANTS' FEEDBACK

At the conclusion of the workshop participants provided feedback on their experience of the workshop, as follows:

What went well?

- Structure of workshop was done well
 - an interesting and valuable experience
- Facilitation excellent
- Not separating things into the 4 well-beings was good
- Successfully got us thinking regionally
- Excellent input from high-school students
- The size of sub-groups was good

What didn't go well?

- Pity there weren't more people here
- Not enough time during the SWOT session
- Not enough food

Any other comments?

- Keep groups small (ideal size for discussion)
- Previous EW visioning was restricted by market philosophies
- Councils need training and awareness level raising (Listen; *not* tell!)

APPENDIX D: CHOOSING FUTURES PROCESS (PPT)

Choosing Futures Waikato Is...

- A partnership between the councils of the Waikato region to
 - Identify community outcomes for the Waikato region
 - Develop ways of achieving community outcomes
 - Monitor and report back to the community on progress made

Choosing Futures Waikato
Whānau ki te Waikato o Waikato

Community Outcomes Are...

- Statements of what the community wants to achieve in terms of sustainable social, economic, environmental and cultural well-being
- “Owned” by the community
 - Identified by community consultation
- A guide to councils, central government agencies and community organisations – presented in each council's LTCCP

Choosing Futures Waikato
Whānau ki te Waikato o Waikato

Community Outcomes Are...

- A way of developing whole of community approaches
- To become the heart of council and community planning

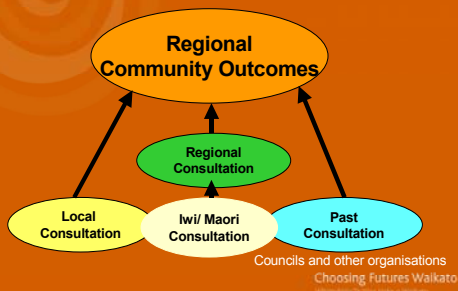
Choosing Futures Waikato
Whānau ki te Waikato o Waikato

Why are Councils Doing This?

- Organisation with best community reach
- Accountable to their community
- Have established relationships with other organisations
- Therefore.....
 - Mandated under the Local Government Act 2002

Choosing Futures Waikato
Whānau ki te Waikato o Waikato

How Waikato Regional Community Outcomes are Identified



Identifying Community Outcomes

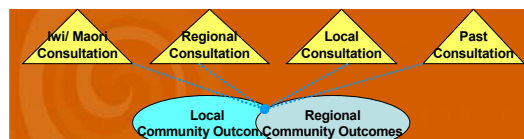
- Step 1- Community consultation undertaken
- Step 2 – Draft Community Outcomes developed
- Step 3 – Review – key stakeholders
- Step 4 – Community Review – every household in the region

Choosing Futures Waikato
Whānau ki te Waikato o Waikato

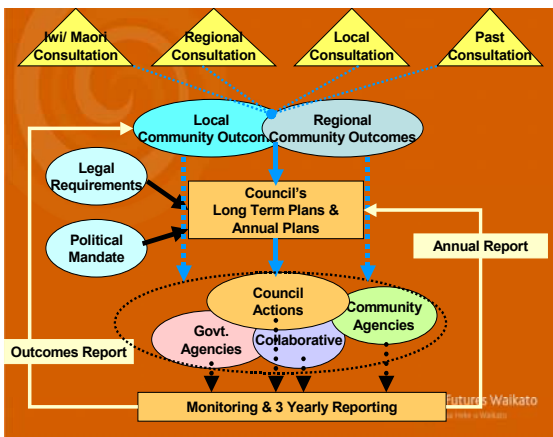
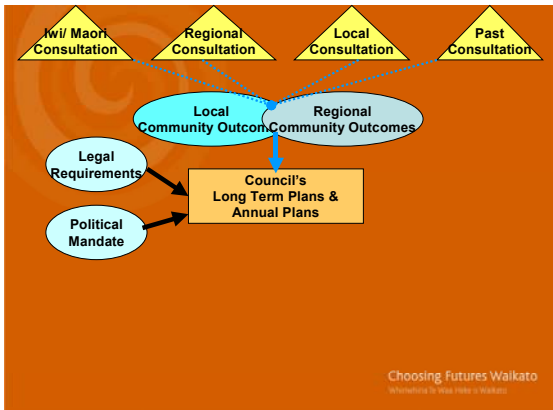
Working To Achieve Community Outcomes

- Action plan and steering group developed
- Councils, government agencies and community organisations include work to achieve outcomes in annual work plans
- Collaborative projects identified

Choosing Futures Waikato
Whānau ki te Waikato o Waikato



Choosing Futures Waikato
Whānau ki te Waikato o Waikato



Community Outcomes are About.....

- Working to achieve what our community wants
- Whole of community approaches
- Using our community's resources efficiently
- Creating effective relationships
- Achieving our community vision

Choosing Futures Waikato
Whāwhāria ki te ārahi o Waikato