

# ALEXANDRA COMMUNITY PLAN



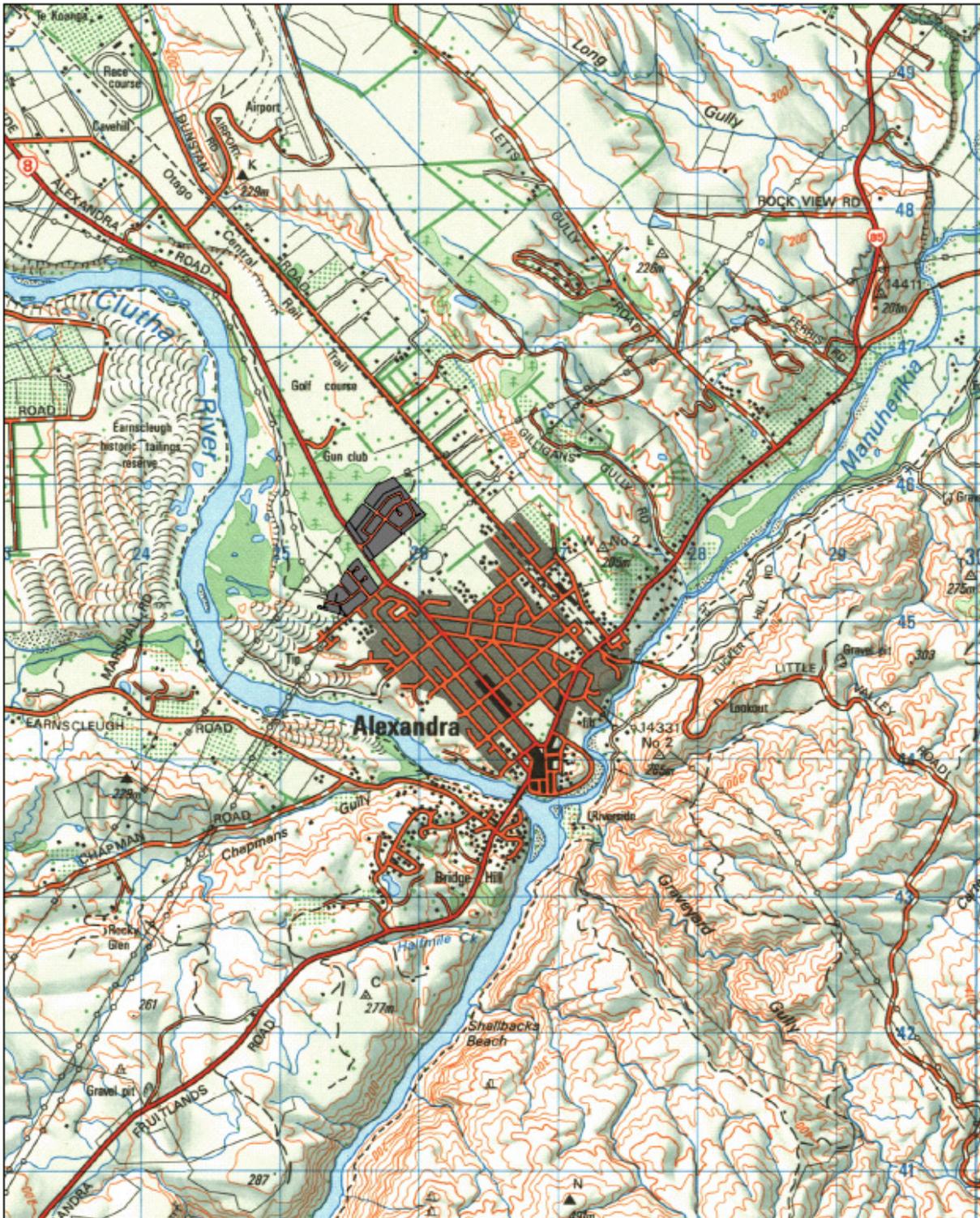
**May 2013**

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# MAP



This plan area is indicative only and there are activities that overlap with the wider communities.

## **BACKGROUND**

One of the initiatives to come out of the Central Prospects work, carried out in 2003/04, was to develop community plans for local communities. Alexandra developed its first community plan in 2006.

Community planning is about the local community determining its own future. Emphasis has been placed on the views of the community, its local points of difference and identifying opportunities that will ensure the community remains an attractive and desirable place in which to live, work and play.

The aim of a community plan is to create a collective community vision. The community consultation process (see diagram, page 16) sets out to identify the shared values of the community and the aspirations of the community. From there, key recommendations are made and a community action plan is developed. The community plan is important to inform local and national organisations of the values and aspirations of a particular community.

It is acknowledged that the topics and issues identified through the community consultation process are connected and interrelated. We must ensure that a holistic view is taken when identifying our desired outcomes and implementing the necessary actions to achieve those outcomes. One community value should not be promoted to the detriment of another community value.

The Alexandra Community Plan Group, made up of interested members from Alexandra, is responsible for overseeing the community plan and drives the recommendations in the plan. As most of the actions within the first Alexandra Community Plan have been acted upon or investigated by the Alexandra Community Planning Group, members felt that it was an appropriate time to update the current community plan. Some of the projects completed within the first plan include the opening of Central Cinema, the installation of a new roundabout at the junction of SH8 and SH85, the upgrade of the CBD, better signage pointing to and from the Rail Trail and the development of an Alexandra information brochure.

During the community consultation process, the community was asked whether or not the values identified in the 2006 Alexandra Community Plan, still reflect the values of the community today. 95% of the respondents stated that these factors are still what the community values today:

## **OUR VISION**

Alexandra will be a cohesive community working together to protect and enhance all that we value.

## **WE VALUE**

### **Our Economy**

- A vibrant economy that meets the needs of the wider community by providing a wide range of services.
- Being a service centre for orcharding and farming with increasing emphasis on viticulture and tourism.

### **Our Environment**

- The distinctive landscape (the moonscape) and mountains
- The climate
- The Clutha and Manuherikia Rivers

### **Our Community**

- A vibrant, positive and inclusive community spirit
- Peace and quiet where a relaxed lifestyle can be enjoyed
- A safe community

### **Our Tourism and Recreation**

- The recreational opportunities in the area
- The opportunity to be a hub for walkways and cycle trails in the area.
- Otago Central Rail Trail

### **Our History and Heritage**

- Our goldfield and dredging history, tailings, buildings and relics from the past

## **The following themes are highlighted throughout the document**

### **Our Economy**

*To maintain our vibrant economy we need to:*

- Maintain current and attract new businesses & industry
- Develop our tourism
- Attract new residents
- Develop our educational facilities

*To maintain 'being a service centre for orcharding and farming with increasing emphasis on viticulture and tourism', we need to:*

- Enhance and develop our facilities and recreational opportunities for tourists
- Promote and market Alexandra as a destination

### **Our Environment**

*To maintain 'our distinctive landscape (the moonscape) and mountains', we need to:*

- Manage wilding pines and pests
- Prevent intrusive development
- Remove rubbish from our environment

*To maintain 'our climate', we need to:*

- Reduce air pollution
- Become more self sufficient
- Prepare for climate change

*To maintain 'our rivers, the Clutha and the Manuherikia', we need to:*

- Reduce pollution going into our rivers
- Promote the use of our rivers for tourism and recreation

## **Our Community**

*To maintain 'our vibrant, positive and inclusive community spirit', we need to:*

- Enhance and promote our community assets
- Attract and integrate new residents into our community
- Encourage more cultural and community events

*To maintain 'our peace and quiet where a relaxed lifestyle can be enjoyed', we need to:*

- Implement noise reduction initiatives
- Beautify our reserve and rest areas

*To maintain 'our safe community', we need to:*

- Reduce drug and alcohol related harm to our community
- Keeping our young people occupied
- More community policing
- Ensure that a relaxed lifestyle can be enjoyed

## **Our Tourism and Recreation**

*To maintain 'the recreational opportunities in the area', we need to:*

- Promote Alexandra as a tourism and recreation destination
- Add value to our recreational assets

*To maintain 'the opportunity to be a hub for walkways and cycle trails in the area, we need to:*

- Develop, support and promote current and new cycle trails and walks.

*To maintain 'the Otago Central Rail Trail', we need to:*

- Work together with new trails in the area
- Promote off-rail opportunities
- Promote the Rail Trail both nationally and internationally

## **Our History and Heritage**

*To maintain our goldfield and dredging history, tailings, buildings and relics from the past, we need to:*

- Identify the historic value of our historic buildings and relics
- Maintain our heritage buildings and relics
- Education and promotion of our heritage
- Improve & standardize heritage restoration requirements
- Develop our goldfield and dredging history for tourism

## OUR COMMUNITY ACTION PLAN

The following is a list of outcomes and recommendations that have been prioritised as urgent, high, medium or low over a 5 year period. Responsibility for carrying out and completing the recommendations has also been identified. These responsibilities identify groups who may be involved in these recommendations now or could possibly be in the future. The responsibility is in no way limited to these groups. It should also be noted that carrying out the recommendations will be dependent on resources provided by all stakeholders involved.

Any major actions that involve Council will be subject to going through the Annual Planning and Long Term Council/Community Planning (LTCCP) processes.

Each priority has been defined as the following:

High – completed in the next 1-2 years

Medium – completed in the next 3-4 years

Low – completed within 5 years

### Our Economy

Page	Recommendations	Desired Outcome	Priority	Responsibility
20	➤ Alexandra Business Group and Council continue to work closely on business development matters	Maintain current and attract new business and industry operations in Alexandra	High	Alexandra Business Group, Central Otago District Council, Otago Chamber of Commerce, Alexandra Promotions Group
	➤ Seek to improve business networking and collaboration		High	Alexandra Business Group, Central Otago District Council, Otago Chamber of Commerce, Alexandra Promotions Group

	<ul style="list-style-type: none"> <li>➤ Work with community to identify added value business opportunities to be established in the town</li>   <li>➤ Investigate and support ultrafast broadband and free wi-fi initiatives</li>   <li>➤ Work with our neighbouring communities to attract new businesses to the area.</li> </ul>		<p>High</p>  <p>High</p>  <p>High</p>	<p>Alexandra Business Group, Central Otago District Council, Otago Chamber of Commerce, Alexandra Promotions Group</p> <p>Alexandra Business Group, Central Otago District Council, Otago Chamber of Commerce, Alexandra Promotions Group, Digital Office (Dunedin)</p> <p>Alexandra Business Group, Central Otago District Council, Otago Chamber of Commerce, Alexandra Promotions Group, Dunedin City Council, Queenstown Chamber of Commerce</p>
21	<ul style="list-style-type: none"> <li>➤ Review how the current welcome pack for new residents is distributed and ensure that it is kept current</li> </ul>	New residents relocating to Alexandra and becoming part of the community	Low	Council and Alexandra Community Planning Group

	and up to date.			
	➤ Promote Alexandra as a place to live		Medium	Promote Alexandra
22	➤ Work with Otago Polytechnic to investigate ways of promoting access to courses provided by the Polytechnic	Availability of a wide range of educational courses for the community	Medium	Alexandra Community Planning Group
	➤ Explore what is needed by education providers to set up in Alexandra		High	Alexandra Community Planning Group

## Our Environment

Page	Recommendations	Desired Outcome	Priority	Responsibility
24	➤ Support the newly formed Central Otago Wilding Pine group	Wilding pines and other plant pests are being managed.	Medium	Central Otago Wilding Pine Group
	➤ Increase the awareness of native biodiversity and healthy ecosystems		Medium	DOC, Landcare, ORC, Contact, Fish and Game, NIWA, Central Otago Ecological Trust
24	➤ Encourage community to participate in the District Plan review process	District Plan continues to protect 'our landscape' from intrusive development while supporting appropriate development.	Medium	Council, stakeholders and wider community
25	➤ Provide education to residents and visitors to dispose of rubbish responsibly	Our environment is rubbish free	Medium	Keep Alexandra Clyde Beautiful, Wastebusters, Council, Mad4CO
	➤ Encourage the community to remove rubbish from the environment		Medium	Keep Alexandra Clyde Beautiful, Wastebusters, Council, Mad4CO

	<ul style="list-style-type: none"> <li>➤ Educate pack in, pack out (an effective way to get people to take their trash home with them)</li> <li>➤ Continue to support the actions of Wastebusters and Keep Alexandra Clyde Beautiful (KACB)</li> </ul>		Medium	Keep Alexandra Clyde Beautiful, Wastebusters, Council, Mad4CO, DOC
			Medium	Keep Alexandra Clyde Beautiful, Wastebusters, Council, Mad4CO
26	<ul style="list-style-type: none"> <li>➤ Work alongside ORC to minimise pollutants from entering the town's atmosphere</li> <li>➤ Identify appropriate options for green waste management and encourage self-composting</li> </ul>	Clean healthy air and atmosphere	Medium	ORC, NIWA
			Medium	Wastebusters, Council, Mad4CO
26	<ul style="list-style-type: none"> <li>➤ Encourage the awareness of the benefits of the community to buy locally</li> <li>➤ Promote the community vegetable garden to encourage community involvement</li> <li>➤ Promote and encourage the community to consider alternative means of energy</li> </ul>	The community is self-sufficient	High	Alexandra Business Group, Chamber of Commerce, Promote Alexandra
			Medium	Mad4CO
			Low	Mad4CO
27	<ul style="list-style-type: none"> <li>➤ Develop a climate change risk management plan</li> </ul>	The community has plans for managing the effects of climate change	Low	Mad4CO, NIWA, Community and business
28	<ul style="list-style-type: none"> <li>➤ Investigate what the main causes of pollution are to our rivers and</li> </ul>	Clean healthy rivers	High	Otago Regional Council

	<p>waterways</p> <ul style="list-style-type: none"> <li>➤ Work with Otago Regional Council to reduce those causes of pollution and encourage the ORC to report to the community about the health of our waterways.</li> </ul>		High	Otago Regional Council
28	<ul style="list-style-type: none"> <li>➤ Develop our rivers and riverbanks so that they are more accessible for tourism and recreational purposes</li> </ul>	Our rivers are being utilised by the community and visitors for recreational activities	High	Community groups, businesses and other agencies

### Our Community

Page	Recommendations	Desired Outcome	Priority	Responsibility
29	<ul style="list-style-type: none"> <li>➤ Enhance and promote our community assets</li> </ul>	Well regarded and maintained community assets	High	Promote Alexandra, Council
30	<ul style="list-style-type: none"> <li>➤ Raise awareness of Volunteer Central's skills database of those people wanting to volunteer their time and skills for community initiatives</li> </ul>	A vibrant population that is involved with community	Low	Volunteer Central, Council, Community groups
30	<ul style="list-style-type: none"> <li>➤ Support existing and encourage more cultural and community events</li> <li>➤ Encourage collaboration between event organisers within Alexandra and Central Otago</li> </ul>	Regular community events that promote an inclusive community spirit	High  High	Promote Alexandra, Vincent Community Board, Central Otago Arts Trust, Blossom Festival Committee, Community groups  Promote Alexandra, Vincent Community Board, Central Otago Arts Trust, Blossom

	<ul style="list-style-type: none"> <li>Promote and establish more winter events in Alexandra</li> </ul>		Low	<p>Festival Committee, Community Groups, Promote Dunstan, Cromwell Promotions</p> <p>Promote Alexandra, Vincent Community Board, Central Otago Arts Trust, Community groups</p>
31	<ul style="list-style-type: none"> <li>Identify and review current Alexandra drug and alcohol harm reduction initiatives and services to ensure they are catering to the needs of our community</li> <li>Raise awareness and encourage use of Crime Prevention through Environmental Design (CPTED) Principles.</li> </ul>	A reduction in drug and alcohol related harm and crime	Medium	Public Health South, Police, Community Groups, Schools, Ministry of Social Development, Victim Support, Alexandra and Districts Youth Trust
			Medium	Council, Police, Community groups
31	<ul style="list-style-type: none"> <li>Support and facilitate our young people into positive activity to keep them engaged and occupied</li> </ul>	Our young people growing up into positive, healthy well-adjusted adults	Medium	Schools, Alexandra & Districts Youth Trust, Community groups, Rotary
32	<ul style="list-style-type: none"> <li>Encourage Police to become involved in community initiatives and functions</li> </ul>	Police preventing crime through actively participating in the community	Medium	Police, Community groups

## Our Tourism and Recreation

Page	Recommendations	Desired Outcome	Priority	Responsibility
34	➤ Increase the promotion of Alexandra as a tourism and recreational destination	A thriving local tourism industry	High	Promote Alexandra, Tourism Central Otago
	➤ Identify opportunities for eco-tourism in Alexandra		Low	Promote Alexandra, Community groups, DOC
35	➤ Investigate ways to add value from our trails and walkways	Internationally renowned trails and walkways have been developed	High	Tourism Central Otago, User Groups, Alexandra Promotions Group, Alexandra Mountain Bike Club, Businesses
	➤ Investigate options to improve access to trails on private property		Medium	Alexandra Mountain Bike Club
	➤ Develop and implement an action plan that aims to strengthen Alexandra's position as the hub for cyclists in Central Otago		High	Tourism Central Otago, User Groups, Alexandra Promotions Group, Alexandra Mountain Bike Club, Businesses
	➤ Encourage businesses to support new tracks and trails in the area		High	Businesses, Alexandra Community Plan Group, Alexandra Business Group
	➤ Support the Cromwell & Districts Community Trust in investigating the		Medium	Community Groups, LINZ, Council

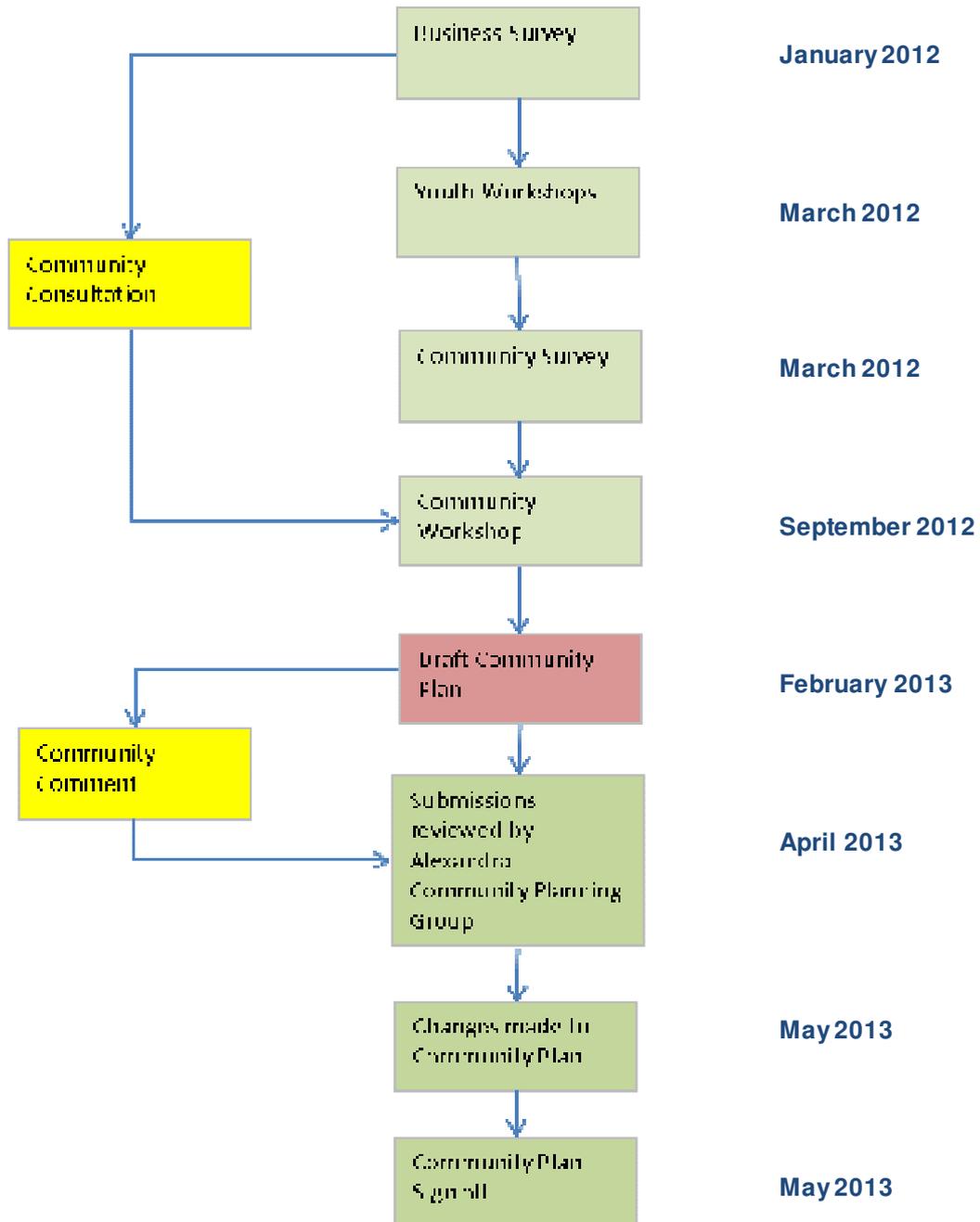
	<p>feasibility of a cycling/walking track from Cromwell to Clyde</p> <ul style="list-style-type: none"> <li>➤ Support the development of a replica of the Alexandra Railway Station (led by the Alexandra Lions Group)</li> <li>➤ Support the recommendation for an underpass beneath SH8 to the Rail Trail and Springvale area as this is vital for safe passage for both locals and visitors</li> </ul>		<p>High</p> <p>High</p>	<p>Alexandra Lions, Keep Alexandra Clyde Beautiful, DOC, Otago Central Rail Trail Trust</p> <p>Alexandra Community Planning Group, Council, Promote Dunstan, Clyde Community Group</p>
35	<ul style="list-style-type: none"> <li>➤ Investigate ways to add value to our recreational assets</li> </ul>	Recreational assets improved	High	Council, community groups

## Our History and Heritage

Page	Recommendations	Desired Outcome	Priority	Responsibility
36	<ul style="list-style-type: none"> <li>➤ Investigate the historic value of our buildings and relics and decide on whether they should be included on a list</li> </ul>	An updated list of significant historic buildings and relics	Medium	Council and community, Central Otago Heritage Trust
37	<ul style="list-style-type: none"> <li>➤ Investigate options to increase incentives for the maintenance of our heritage buildings and relics</li> </ul>	Well maintained historic buildings and relics	Medium	Central Otago Heritage Trust, Council, Community
37	<ul style="list-style-type: none"> <li>➤ Education and promotion of our heritage</li> </ul>	The community are knowledgeable of the importance of our heritage	Medium	Central Otago Heritage Trust, Tourism Central Otago, Promote

				Alexandra, Schools, Museums
38	➤ Promote current Historical Places Trust requirements for restoration	The community know and understand the requirements for heritage restoration	Medium	Historic Places Trust, Historic Places Central Otago
38	➤ Develop our goldfield and dredging history for tourism	Our goldfield and dredging history are a significant component of our tourism industry	High	Central Stories, Otago Goldfields Heritage Trust, Central Otago Heritage Trust, Dredging Trust

# COMMUNITY PLAN PROCESS



## **INTRODUCTION**

The Alexandra area is at the junction of the Clutha River and the Manuherikia River and the junction of State Highway, 8 and 85. It is 20 minutes east of Cromwell, 25 minutes west of Roxburgh and one hour from Ranfurly. It is two and quarter hours (200km) to Dunedin and Invercargill.

Alexandra is strategically located. It is at the junction of the rivers and also at the junction of the State Highways. It is the funnel that much of the southern traffic from coastal areas passes through to get to the Southern Lakes districts. Being centrally located, Alexandra has become the administration centre for the Central Otago area. Alexandra remains an important service centre for the horticulture, pastoral and viticulture industries, along with an increasing number of tourism activities.

The Community Plan covers the Alexandra township, the area of Conroys Gully, parts of Earnsclough, Gilligans Gully, Letts Gully, Springvale and Galloway areas.

Alexandra is renowned for its great climate, its recreational opportunities, and for being a great domestic holiday spot, with its central location. The town has steadily grown over the years to its current population of approximately 4,500 people and in the summertime sees the population increase to more than 7,000 people with visitors, holidaymakers and seasonal workers in the area.

## **COMMUNITY PROFILE**

### ***History***

Alexandra was established as a gold rush town during the 1860s. The town was originally known as Lower Dunstan, then Junction Manuherikia. It was renamed Alexandra in 1863 after Princess Alexandra.

The original orchards served the mining community, but it was around the turn of the century that orchardists realised the full potential of the dry climate and fertile soil combined with the irrigation possibilities available from the mining races. As a result, horticulture expanded rapidly and remains a strong staple of the town's economy today.

Alexandra has maintained much of its history, with significant historical buildings and relics from the past, including mining dredges, a water wheel located outside the town's museum and many historic buildings, railway bridges and walks still located in the area.

### ***Economy***

The primary sector remains the dominant industry in the Central Otago District. The sector is characterised by a strong agriculture, horticulture and viticulture sector. Alexandra remains a key service centre to the district's primary industry. Tourism is now recognised as an important contributor to the Alexandra economy, and there is potential for this sector to develop further.

## ***Environment***

Alexandra's landscape, climate, rivers, heritage, and access to recreation opportunities in and around the area are widely considered to contribute to the perception of this place being a 'special place'. The Department of Conservation has initiated Project Gold which is dedicated to the protection and enhancement of kowhai trees in Otago. It's objectives are to encourage Otago people to grow and look after their own Kowhai and to strengthen enthusiasm for dryland forest restoration.

Since 2006 new environmental challenges have presented themselves. The community has recognised the threat of climate change to our environment and lifestyle. There is growing community unease about the negative effects of intensive farming, particularly dairy farming. The rising cost of energy, particularly fossil fuels and electricity are also impacting on our way of living.

## ***Lifestyle***

The Alexandra area is essentially populated by families with a strong sense of connection to the area. Alexandra's population also contains a large number of retirees, who have moved from other areas of the country, particularly Invercargill, Dunedin and Christchurch. There is an increasing number of people who live here for a period of the year for lifestyle reasons.

The population is estimated to increase to approximately 7,000 (conservative estimate) people in summer with holiday homes being full and local camping grounds being an extremely popular destination. Over recent times, however, there have been significant changes in the community with new subdivisions and housing being created, thus bringing new people into the town. The increased price of land and housing is possibly making Alexandra out of reach for young families as a place to live or as a place for a holiday house.

For younger people, Alexandra will always be home, but they have had a tendency to leave for places where a wider range of employment and educational opportunities are available. In recent times this trend has changed with increasing numbers of apprenticeships in all trades helping to keep more of our youth in the area.

## ***Social Infrastructure***

There is a wide range of social infrastructure available including health services via Dunstan Hospital, a medical centre in town, five preschools, three primary schools and a secondary school with boarding accommodation. There are many hospitality businesses for both locals and visitors including eateries and motels, a wide variety of stores and shops. Equally there are a large number of service related businesses aimed at meeting the needs of the surrounding agricultural, horticultural and viticulture industries. Also Alexandra has a volunteer fire brigade, two campgrounds, swimming pool, walking tracks, golf club, Molyneux Park sports complex including stadium, sports grounds, tennis courts, two bowling clubs, golf club and several community halls. There is a large contingent of volunteers in Alexandra who support the many social services which operate in the area. The social services care for and advocate on behalf of our many elderly, low income and sick people who live in the area. Having a strong volunteer base is very important to the continuation of these services in Alexandra.

Alexandra is also home to many of the government agencies in Central Otago such as Child Youth and Family, Accident Compensation Corporation, Central Otago District Council, Department of Conservation (DOC), Work and Income, the District Court and Probation Service.

## ***Specific Features of the Area***

Dominant Activities	Pastoral farming, orcharding, hospitality industry, viticulture, Government departments, service industries for farming, horticulture and viticulture, health services, small lifestyle properties.
Population	4,342 (based on the electoral role as there are no current census figures) The population rises significantly to more than 7000 during the summer period.
People	Predominately: families, retirees, farmers, horticulturalists, agriculturalists, viticulturists, trades people, property owners, lifestyle block owners, holidaymakers (summer period), seasonal workers (summer period)
Climate	Continental to dry semi-arid. The average rainfall is approximately 350mm per year. There is on average 66 wet days per year. There is a marked variation in winter (down to -10 degrees C) and summer temperatures (up to 35 degrees C). It has 2025 hours of sunshine per year and is very calm with an average wind speed of just 6km per hour. However it should be noted that there is variation in wind strength with winter being very calm but spring and early summer often experiencing strong winds. The area is also renowned for its hoar frosts in the winter and experiences on average 148 days of ground frost per year.
Location Aspects	At the junction of the Manuherikia and Clutha Rivers. Surrounded by river flats at Earnsclough, Muttontown and Galloway with a plateau area of Letts Gully through to Springvale.
Special Features	The Clutha River, Manuherikia River and Lake Roxburgh. The large river basin which Alexandra sits in. Alexandra's distinctive moonscape landscape. Dunstan Hospital. The clock on the hill. A distinctive bridge over the Clutha River. A wide range of retail, commercial and industrial businesses. Administrative centre for many government agencies in the area. A wide range of sporting facilities including Molyneux Aquatic Centre, ice rink, cycle park, Molyneux Park and Stadium, Pioneer Park, Jolendale Park, Alexandra Golf Club. Being on the Otago Central Rail Trail, the end point of the river walkway from Alexandra to Clyde along with several other walkways in the town. Access to mountain biking tracks in the surrounding area. Two large campgrounds and a range of hotels, motels and backpackers to cater for the influx of summer visitors. A good range of cultural facilities including the Central Stories Museum, Alexandra Memorial Theatre and various halls dotted around the town. Historic buildings such as the historic bridge piers, Shaky Bridge, Old Post Office, Bodkins and Old Court House. The vistas including Leaning Rock and Old Man Range. Whare (Te Whakaruruhau) at Dunstan High School. Otago skins and the New Zealand falcon karearea. The saline soils and dryland environments that provide habitat for <i>Lepidium</i> species and other spring annual plants.

## OUR ECONOMY

Between 1999 and 2008 the Central Otago economy, experienced a period of significant growth in new businesses, resulting in increased employment. The major effect in the Alexandra area was a significant increase in the price of houses and land, along with subdivisions and new houses being built. General growth was also reflected in the strong demand for industrial and commercial land in the Alexandra area.

Due to the economic downturn, the town and district has experienced a period of recession and some major components of our economy are still struggling to recover to where they were three years ago. Property prices have fallen considerably throughout Central Otago, down by over 15% in the last three years<sup>1</sup>. Some commercial activities are now at levels last experienced in the early part of the last decade. The initial impact appears to have been especially felt in construction, primary, business services and social services. Retail, hospitality and service industries, which were a significant benefactor of the population growth, are now struggling. Retail has suffered a double blow with the rise in popularity of internet shopping.

The Central Otago economy grew 8 percent in the year to March 2012 driven primarily by 40.3 percent growth in Primary sector GDP and 6 percent growth in Manufacturing. The Primary sector, which includes agriculture, horticulture and viticulture as well as services to agriculture, remains the largest sector of the Central Otago economy and now accounts for 31.3 percent of employment, 30.9 percent of GDP and 28.8 percent of businesses. Business Services remains the second largest sector but the GDP contribution from this sector fell 8.5 percent on 2011 and now stands at 16.5 percent of Central Otago GDP, 13.1 percent of employment and 29.9 percent of businesses. Construction, Wholesale and Distribution, Retail Trade and Services, and Social Services all contribute a little over 10 percent to the district GDP and Manufacturing 9.5 percent. The Arts and Recreation Services contribution is still small with 0.8 percent of GDP, 0.9 percent of employment, and 2.2 percent of business units.<sup>2</sup>

To maintain Alexandra's vibrant economy, the community indicated strong support for initiatives that:

- Attract new business & industry
- Develop our tourism industry
- Attract new residents
- Develop our educational facilities

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<sup>1</sup> Figures supplied by local REINZ

<sup>2</sup> Otago regional and sub-regional economic profile report to Dunedin City Council March 2012, *Berl*

## ***Attracting New Businesses & Industry***

Community consultation showed strong community support for attracting new business and industry to Alexandra. To achieve this, the community recommends that Central Otago District Council needs to be more business friendly and more encouraging of business growth and development. This includes making it easier to obtain Council consents, making it easier to start a business, support for new businesses through rates rebates, and creating more industrial land and commercial space.

Entwined with this issue is the need to protect and consolidate Alexandra's current business institutions and industries. Suggested initiatives include developing added value industries for primary produce and encouragement to spend money locally.

It must be noted that Alexandra has low a rate of unemployment. There is also a seasonal labour shortage for horticulture. Labour is brought from outside the district to alleviate the shortage.

Whilst it was recognised that Alexandra has all the necessary facilities and services to operate a successful business, there are several factors that need to be mitigated in order to attract new businesses and industries to the area. Over three quarters of respondents to the Alexandra business survey indicated that the main disadvantages to operating a business in Alexandra was a shortage of skilled labour, isolation and a small local market. The community is aware that to attract more businesses, Alexandra needs to look wider than itself and work with its neighbouring communities to do so.

It was also recognised that many businesses suffer from a winter downturn. This in many ways could be mitigated through the hosting of winter based activities such as winter sporting events. With that in mind, industries identified as suitable to Alexandra include the expansion and development of tourism, fruit processing, mining, hydro scheme on the Clutha, developing horticulture, farming and building. Alexandra's environment and lifestyle may be used as means to attract information technology-related businesses. The lack of access to ultra fast broadband is currently a barrier to attracting IT-related businesses.

The community was also keen to see the retention of Dunstan Hospital, with the possibility of expanding the hospital's current services. There is also support to ensure NIWA remains based in Alexandra.

### **Desired Outcome:**

#### **Maintain current and attract new business and industry operations in Alexandra**

### **Recommendations:**

- **Alexandra Business Group and Council continue to work closely on business development matters**
- **Seek to improve business networking and collaboration**

- **Work with community to identify added value business opportunities to be established in the town**
- **Investigate and support ultrafast broadband and free wi-fi initiatives**
- **Work with our neighbouring communities to attract new businesses to the area.**

### ***Attracting New Residents***

The community has indicated a desire for population growth as a means to maintain Alexandra’s vibrant economy. Population forecasts for Alexandra anticipate a five year population increase of 2 to 3 percent, a population increase of 30 people per year<sup>3</sup>.

The community expressed the need for the population to be balanced between young and old. Central Otago suffers from having a “demographic valley” for 20-39 year olds. While it is a national trend, and reflects the large number of younger New Zealanders currently overseas, the trend is even starker in Central Otago, where it is perceived that there are fewer attractions, including tertiary education, for younger people. Other issues such as housing affordability may also make Central Otago less appealing for some.

In order to achieve balanced population growth, there is community support for CODC developing affordable housing initiatives. There is also moderate community support for more retirement villages. The community states that a shortage of building sections is a possible barrier. The availability of land will be assessed as part of the District Plan review, which will commence late 2012.

It can be argued that balanced population growth and employment growth will be an outcome of successful initiatives that attract new business and industry to the town, develop our tourism industry and educational facilities.

The community recognises that Alexandra must be more welcoming to new residents. A welcome pack is currently provided to new residents. There is also recognition that attracting new residents are outcomes of meeting other community objectives, such as attracting new businesses, developing our tourism and recreational industry.

#### **Desired Outcome**

**New residents relocating to Alexandra and becoming part of the community.**

#### **Recommendations:**

- **Review how the current welcome pack for new residents is distributed and ensure that it is kept current and up to date.**
- **Promote Alexandra as a place to live**

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<sup>3</sup> Rationale Ltd, 2011 Update of CODC Growth Projections.

## ***Develop Our Educational Facilities***

Otago Polytechnic has been established in Cromwell for a quarter of a century and offers a range of specialist courses (such as turf care, horticulture, stone masonry and cooking). Otago Polytechnic had a computer suite based in Alexandra but this has since been closed down. Otago Polytechnic recognizes that the model of a one to two year fulltime, on-campus course is not appropriate for many and is increasingly providing its offerings flexibly to enable distance and part-time learning.

The community has expressed a strong desire for Otago Polytechnic to deliver Alexandra-based courses. Recommendations include establishing specialised training facilities such as airfield training and gold/wool/meat/fruit/cycling training for young people. There is also support for broadening the scope and flexibility of education services at Dunstan High School, including resuming evening classes.

It must be noted, one of the realities facing Central Otago is that its young people will generally leave to pursue education and other opportunities elsewhere. Unfortunately this is unlikely to significantly change as Central Otago just does not have the scale to offer the number of higher educational opportunities available elsewhere. The Alexandra youth workshops and survey reinforced this view. It must be accepted that younger people are champing at the bit to see more of the world and may not stay even if there were more local opportunities. Compounding this, is the release of recent economic statistics showing a decline in Central Otago's higher education and scientific research sector<sup>4</sup>.

### **Desired Outcome**

#### **Availability of a wide range of educational courses for the community**

#### **Recommendation**

- **Work with Otago Polytechnic to investigate ways of promoting access to courses provided by the Polytechnic**
- **Explore what is needed by education providers to set up in Alexandra.**

## ***Developing Our Tourism***

In 2011 the tourism sector contributed \$35.7 million to the Central Otago economy (3.6 percent of the total Central Otago GDP). The tourism sector consisted of 197 establishments and employed 656 FTEs in the district. The 10-year GDP performance indicates that Central Otago district's tourism sector had strong annual growth at 5.4 percent compared to 3.5 percent per annum growth in the district's total GDP.<sup>5</sup>

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<sup>4</sup> Otago regional and sub-regional economic profile Dunedin City Council March 2012, *Berl*. Employment FTE's percentage change for period 2010 to 2011, High Education (-12.3%) and Scientific Research (-13.6%).

<sup>5</sup> Otago regional and sub-regional economic profile report to Dunedin City Council March 2012, *Berl*

Developing Alexandra's tourism was a prominent theme throughout the community consultation process. Tourism has been identified as an important component to maintaining all the community values that were tested. The community has recognised Alexandra's tourism industry as an essential component to maintaining a vibrant economy. Maintaining and developing key tourist attractions such as the Otago Central Rail Trail, our rivers and our climate are discussed further in the 'Our Tourism' section.

## OUR ENVIRONMENT

Alexandra enjoys amazing landscapes and mountains, stunning rivers and a dry semi-arid climate. Initiatives to maintain our environment, as identified in the 2006 Community Plan that have been completed or are currently being implemented include: the undertaking of a Rural Study to identify our outstanding natural landscapes and assess the landscape of the district; the improvement of Otago Regional Council air quality standards (Air Plan); and encouraging the management of wilding pines.

Since 2006 new environmental challenges have presented themselves. The community has recognised the threat of climate change to our environment and lifestyle. There is growing community unease about the negative effects of intensive farming, particularly dairy farming and dairy support. The rising cost of energy, particularly fossil fuels and electricity are also impacting on our way of living.

The environmental topic drew a strong response from the community. The community has acknowledged through the community survey that there is a lot of room for improvement in how we, as a community, maintain our environment. The priority areas for our environment are;

- Maintaining our landscape (the moonscape) and mountains
- Maintaining our climate
- Maintaining our rivers; the Clutha river and the Manuherikia river

### ***Maintaining our Landscape (the moonscape) and Mountains***

Our environment is essentially regulated by the Resource Management Act 1991, the Regional Plans and the District Plan. A Rural Study was completed in 2007 that resulted in changes to the District Plan to address the impacts of development on Central Otago's outstanding natural landscapes. Those natural landscapes identified in the District Plan as outstanding are;

- Pisa and Dunstan Ranges
- Hector, Nevis Valley, Garvie and Old Woman Ranges
- Hawkdun and St Bathans Ranges
- Lindis Pass
- Cairnmuir, Obelisk, and Old Man Range
- Northern Knobby, Lammerlaw and Lammermoor

Prominent themes to maintain our landscape and mountains identified through the community consultation process include;

### ***Promoting Biodiversity and Healthy Ecosystems***

A healthy environment with functioning ecosystems is integral for a community to enjoy places and the special features and be vibrant.

There is very strong community support to control wilding trees and pests, particularly wilding pines. There is also support for controlling wilding willows, broom and gorse, as they restrict access to the river. Rules in the Pest Management Strategy for Otago require certain weedy species to be defined. A management plan should be developed for each weedy species. In some areas the species should be eradicated, in other areas the species must be controlled. *Pinus contorta* is the main pine species contributing to the wilding population and is a noxious weed under the Pest Management Strategy and must be removed or controlled depending on which area it is in.<sup>6</sup>

Under the District Plan, planting of forestry or shelter belts requires resource consent. This process enables the application of appropriate conditions to control the spread of wilding trees.

The management of wilding pines will be led by the recently formed Central Otago Wilding Pine group. The group consists of representatives from the Department of Conservation (DOC), CODC, Land and Information New Zealand, Forest and Bird, Federated Farmers, the Central Otago Environmental Society and Making a Difference for Central Otago (MAD4CO)<sup>7</sup>. The group is working towards developing a wilding pines action plan for Central Otago.

#### **Desired Outcome:**

**Wilding pines and other plant pests are being managed.**

#### **Recommendation:**

- **Support the newly formed Central Otago Wilding Pine group**
- **Increase the awareness of native biodiversity and healthy ecosystems**

### ***Restrict Intrusive Development***

To maintain our distinctive landscape the community has stated that new buildings must complement the landscape and mountains. The buildings or developments should not be intrusive to the landscape. The community believes that the District Plan's building rules are too hard to interpret. The District Plan needs to prevent intrusive buildings from ruining the landscape.

It must be noted that the District Plan requires resource consent for dwellings in rural areas. This enables assessment of the impacts on the landscape and the application of conditions to mitigate the impact on the visual effects. CODC staff are available to assist in the interpretation of the District Plan.

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<sup>6</sup> see appendix 5 of the Pest Management Strategy

<sup>7</sup> MAD4CO is the action arm of the sustainable living program under the umbrella of Central Otago REAP.

## **Desired Outcome**

**District Plan continues to protect 'our landscape' from intrusive development**

### **Recommendation:**

- **Encourage community to participate in the District Plan review process**

## ***Rubbish Clean Up***

The community has shown support for encouraging our landscapes to be free of rubbish. This could be encouraged by reducing the cost at the dump, particularly for dumping green waste. The CODC Waste Minimisation and Management Plan 2012 sets the objective of minimising the creation of waste through encouraging households to recycle more and to home compost more.

The community supports rubbish bins being installed on the rail trail. The rail trail is currently managed by DOC. DOC's current policy for controlling rubbish is to advise users of the trail to 'take it[rubbish] with you'. This policy has been effective to date.

## **Desired Outcome**

**Our environment is rubbish free**

### **Recommendations:**

- **Provide education to residents and visitors to dispose of rubbish responsibly**
- **Encourage the community to remove rubbish from the environment**
- **Educate pack in, pack out (an effective way to get people to take their trash home with them)**
- **Continue to support the actions of Wastebusters and Keep Alexandra Clyde Beautiful (KACB)**

## ***Maintaining our Climate***

Central Otago enjoys a unique climate. The prevailing weather comes in from the Tasman Sea and Central Otago lies in the rain shadow of the mountains of Fiordland and the Southern Alps. By the time the weather fronts of warm moist air have reached Central Otago they have dropped their rain on the mountains to the west, and a warm dry wind blows over Central Otago. Much of Central has a semi-arid climate, with as little as 350mm of rain fall per annum, the lowest in New Zealand.

Lack of rain means fewer clouds so the skies are often clear allowing for magnificent views of our night sky and milky-way, the summers are very hot and severe droughts are common. In winter there are savage frosts, and it snows regularly especially in the high country. The climate is quite

extreme with Alexandra often having the highest temperatures in the country or the lowest temperatures.

The community survey results found two dominant opinions. One opinion was that we cannot control the climate. This was shared by 40% of the respondents. The other dominating opinion involved supporting initiatives that promoted reduced air pollution, with 39% of respondents supporting this view. Reducing air pollution also received strong support from the community workshop.

### ***Reduce Air Pollution***

The community has shown support for the control of winter green waste burn-offs in rural areas. The solution proposed by the community is to encourage the recycling of green waste through education, promotion and regulation. It must be noted that Otago Regional Council has regulations in place for outdoor burning. Fines can be given if those rules are broken<sup>8</sup>.

The ORC has rules for air quality based on the National Environmental Standard (NES) for air quality in the Resource Management Act. In order to meet the NES a stepwise programme has been put in place to both subsidise and require clean heating options to be installed in homes and industrial discharges to become cleaner.

#### **Desired Outcome:**

**Clean healthy air and atmosphere**

#### **Recommendations:**

- **Work alongside ORC to minimise pollutants from entering the town's atmosphere**
- **Identify appropriate options for green waste management and encourage self-composting**

### ***Becoming More Self-sufficient***

There is strong support for becoming more self-sufficient within our community. This involves the community spending locally and producing our own food more. There is also support for more self-electricity generating and energy efficient buildings.

#### **Desired Outcome**

**The community is self-sufficient**

#### **Recommendations**

- **Encourage the awareness of the benefits of the community to buy locally**

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<sup>8</sup> Outdoor burning in Otago brochure. Produced by Otago Regional Council.

- **Promote the community vegetable garden to encourage community involvement**
- **Promote and encourage the community to consider alternative means of energy**

### ***Prepare for Climate Change***

There is strong community support for preparing for climate change now. Plans need to be developed to cope with the inevitable change in climate and, how they may impact on Alexandra and the wider region.

#### **Desired Outcome:**

**The community has plans for managing the effects of climate change**

#### **Recommendations:**

- **Develop a climate change risk management plan**

## ***Maintaining our Rivers: the Clutha and the Manuherikia***

### ***Reduce Pollution in Our Rivers***

The community has identified that changing land use such as the conversion of land to dairy farms is having a negative impact on the water quality of our rivers. There is concern that this will directly impact on our native freshwater species, threatening native galaxiids and eels that live in our local waterways who rely on clean healthy waterways. There is very strong community support for reducing or eliminating run-off from agricultural land, particularly dairy farms. The community will support initiatives that prevent dairy farm run-off from polluting our rivers.

The rules protecting our rivers are covered by the Regional Plans: Water, Waste and Air, which allow dairy farming in Otago but only if compliant with the various conditions. These conditions have been put in place to protect groundwater, rivers and streams, the sea and air. Every dairy farm in Otago is inspected annually to ensure they are compliant, as well as the ORC inspecting any incidents for which complaints are received. Non-compliance can lead to warnings, infringement fines and/or prosecution. To complement this approach ORC also has a team of Land Resource Officers who work with the farming community to ensure regulations are understood and to help implement best practice recommendations on farm.

Currently a new suite of water quality regulations are being implemented. These will be added to the Regional Plan: Water and aim to set limits for water quality discharges for various water quality parameters. This plan change also aims to prohibit any activities that are known to cause adverse effects to the environment.

A multi-party strategy group has been formed to deal with the ongoing problem of stock truck effluent on roads. This problem continues despite stock truck effluent disposal sites having been

installed throughout Otago. It has been noted that additional effluent disposal sites are required in the Central Otago district and progress is being made towards installing these new sites.<sup>9</sup>

**Desired Outcome:**

**Clean healthy rivers**

**Recommendations:**

- **Investigate what the main causes of pollution are to our rivers and waterways**
- **Work with Otago Regional Council to reduce those causes of pollution and encourage the ORC to report to the community about the health of our waterways**

***Develop Our Rivers for Tourism and Recreation***

The community has shown strong support for developing recreation spaces on our river banks (as noted in tourism and recreation). Suggested initiatives include making a walkway on the old bridge piers. The Alexandra Suspension Bridge 1882 Working Group is working to ensure that this is preserved and used appropriately. The community has acknowledged that the community isn't using our rivers to their full potential.

**Desired Outcome:**

**Our rivers are being utilised by the community and visitors for recreational activities**

**Recommendation:**

- **Develop our rivers and riverbanks so that they are more accessible for tourism and recreational purposes**

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<sup>9</sup> Reports and water quality monitoring by the ORC show that where dairy farms are operating, water quality tends to improve with relation to *E. coli*, Phosphorus and Ammonia. This is because dairy farms fence off their waterways and use spray irrigation. Sheep and beef farmers in Central Otago have traditionally used flood or border dyke irrigation which tends to lead to run-off washing manure and nutrients back into the river. Spray irrigation should not lead to run off. Dairy farmers do struggle with controlling the amount of Nitrogen they are losing to ground and surface water. This must be controlled better in the future. ORC plan change 6A seeks to put controls on the loss of Nitrogen to ground and surface water. There is little dairy farming in most of Central Otago except the Maniototo. Dairy support; where cows are wintered in Central Otago before returning to their dairy farms around the South Island, is more predominant and, these farms may not be so well managed, as they are not subjected to Fonterra (Clean Streams Accord 2003) or ORC annual audits. Refer to ORC publications: "Water quality and Ecosystem health in the Manuherikia Catchment" 2010, "Water quality and ecosystem health in the Upper Taieri" 2012, "The Effect of Irrigation Runoff on Water Quality" 2006

## OUR COMMUNITY

The term 'our community' is broad and encompasses all topics covered by the Alexandra Community Plan. Our community consists of various interest groups, business groups, retirees and pensioner groups, cultural groups, and youth. Though our community shares common values, it is recognised that there are differences in opinion when it comes to prioritising and applying those shared common values. The challenge is to maintain and enhance a community value in a way that is not detrimental to other community values.

The development of the Central Otago Regional Identity has been an important project undertaken by the community. Its purpose is to identify those things which are special to us, ensure a unified understanding of them, and to consistently project these values to those outside the region. In defining our regional identity, we are creating the vision for the way we want to work, live and play, here, now and for the years to come. The creation of a unique brand for Central Otago "Central Otago – A World of Difference" provides opportunities for Alexandra. The values that underpin the brand: "making a difference, respecting others, embracing diversity, adding value, having integrity, learning from the past, making a sustainable difference, protecting our rich heritage and meeting obligations" are many of the values that have been expressed by the people of Alexandra.

For the purposes of this section, the discussion is focused on three particular broadly held community values:

- Our vibrant, positive and inclusive community spirit
- Our safe community
- Our relaxed and quiet lifestyle

### ***Vibrant, Positive and Inclusive Community Spirit***

The consultation process has indicated that Alexandra enjoys a strong community spirit. In terms of improving the community's vibrant, positive and inclusive spirit, there were three popular themes; enhancing and promoting community assets; attracting new residents; and, holding more community events.

#### ***Enhance and Promote Community Assets***

There is strong community support for enhancing our public and private community assets. Suggestions include improving the visual appearance of the town, and making the river more user friendly through the development of beaches around the confluence of rivers, i.e., Rivers Street and behind the back of the Warehouse car park. There was also support for integrating the pool with the ice rink, ensuring Alexandra remains a cycling hub and popular campervan stopover, and promoting our community assets.

## **Desired Outcome**

**Well regarded and maintained community and business assets**

### **Recommendation:**

- **Enhance and promote our community and business assets**

## ***Community Involvement***

In terms of maintaining a vibrant, positive inclusive community spirit, there is strong support from the community to attract more people to live in the area. This has been discussed in the Economy section of this plan (refer to Page 19). The community also want to ensure that residents of all ages collaborate more and become more involved within the community. Suggestions include enabling full time workers to become involved, providing activities for and encouraging young people to participate and tapping into Alexandra's large skill base to assist with volunteer work. An organisation called Volunteering Central has been set up to bring together volunteers, community groups, and anyone in need of volunteers, as well as volunteer/organisation support, training, recruitment advice, and networking. Raising the awareness of Volunteering Central and encouraging volunteers to join would assist in developing a skills database for Alexandra.

The business community also has a desire for new residents to possess the skills necessary to grow Alexandra's economy.

### **Desired Outcome:**

**A vibrant population that is involved with community**

### **Recommendations:**

- **Raise awareness of Volunteer Central's skills database of those people wanting to volunteer their time and skills for community initiatives**

## ***Encourage More Cultural and Community Events***

There is strong community support for more community and cultural events such as the Blossom Festival and Thyme Festival. Well run, family friendly events bring the community together and promote an inclusive community spirit. There is also support for promoting and establishing more winter events in Alexandra.

### **Desired Outcome:**

**Regular community events that promote an inclusive community spirit**

**Recommendation:**

- **Support existing and encourage more cultural and community events**
- **Encourage collaboration between event organisers within Alexandra and Central Otago**
- **Promote and establish more winter events in Alexandra**

***Safe Community***

In order to maintain our safe community, there were varying opinions from the community. The dominant theme from the community survey was for more visible policing and community policing. The results of the workshop showed support for more crime prevention initiatives, such as reducing the use of drugs and alcohol, and the need to keep our young people occupied with positive activity.

In terms of policing, the community has shown unanimous support for Police to be more involved with community programmes. This would involve the Police working with the community on programmes that prevented crime, such as being involved in drug and alcohol harm reduction initiatives and keeping youth occupied with positive activity.

***Reduce Drug and Alcohol Related Harm***

The community has shown strong support for Drug and Alcohol harm reduction initiatives to be developed and implemented in the community. This includes restricting and discouraging the sale of legal highs such as Kronic. It must be noted that the Government has moved to regulate the legal high industry more whereby manufacturers of legal highs are required to pass stringent health and safety tests before they can be retailed. There is no formal drug and alcohol strategy for Alexandra however there are initiatives being carried out by Public Health South and other community organisations.

In response to the current youth binge drinking culture, the community has identified a need to normalise non-drinking behaviours. To achieve this, the community indicated strong support for more alcohol free events and functions.

Another strategy to reduce crime is to use the Crime prevention through environmental design (CPTED) principles. These are a set of principles that can be applied to the design and development of buildings and other public areas.

**Desired Outcome:**

**A reduction in drug and alcohol related harm and crime.**

**Recommendation:**

- **Identify and review current Alexandra drug and alcohol harm reduction initiatives and services to ensure they are catering to the needs of our community.**

- **Raise awareness and encourage use of Crime Prevention through Environmental Design (CPTED) Principles.**

### ***Keeping our Young People Occupied***

The community identified a need to ensure that young people are kept busy with positive activities. The community support funding being allocated to facilitate this objective. It should be noted that there is already a range of groups working with youth in Alexandra. The youth survey found that sports and recreation was a popular activity for youth, particularly cycling, swimming, team sports, and hunting and fishing.

#### **Desired Outcome:**

**Our young people growing up into positive, healthy well-adjusted adults**

#### **Recommendation:**

- **Support and facilitate our young people into positive activity to keep them engaged and occupied**

### ***More Community Policing***

The community showed a desire for more community policing, where the Police were in the community more helping with community initiatives. There was also an opinion that Police unfairly targeted seasonal workers. It was recognised that people in the community need to look out for each other to prevent and reduce crime. This could be achieved by working through the newly formed Alex and Clyde neighbourhood support group.

#### **Desired Outcome**

**Police preventing crime through actively participating in the community**

#### **Recommendation:**

- **Encourage Police to become involved in community initiatives and functions**

### ***Relaxed and Quiet Lifestyle***

Results from the community survey showed varying opinions regarding this issue. There is support from a large section of the community for more noise reduction initiatives to be put in place. This includes reducing traffic related noise including boy racers and placing a ban on bird scarers. There is support from the community to review and monitor noise control, and increased enforcement and policing of noise control. However, a section of the community believes Alexandra is quiet and relaxed enough, with some going as far as stating it to be “too quiet”.

Themes from the community workshop tended to be based on the lifestyle component of this value, particularly improving our recreational facilities. The community expressed strong support for beautifying reserve areas and rest areas, and installing seating along walkways.

## OUR TOURISM, OUR RECREATION

Alexandra's natural environment, great climate, recreational facilities and community assets, make it a great place for people to holiday. Being located an hour away from the Southern lakes and on the main driving route from Dunedin to Queenstown or Wanaka, the town attracts a large number of international and domestic tourists, independent travellers in motor caravans and Holiday Park stays. Alexandra is also a popular place for holiday homes.

Queenstown's location to Alexandra is significant. Queenstown airport lends itself to being a major gateway for tourism in Alexandra and there is great potential to benefit from the thousands of visitors pouring into Queenstown airport every day. Providing opportunities for these visitors to enjoy what Central Otago has to offer is seen as important by the community.

Tourism Central Otago is responsible for coordinating the marketing of Central Otago as a region, both domestically and internationally. Central Otago is positioned as a vibrant, exciting, attractive and natural holiday destination. The themes that attract tourists to the district include wine and food, cycling, heritage and camping. CODC has endorsed a destination management approach to tourism which focuses on sustaining the attractions which make Central a desirable place to visit.

Visitor centres and i-SITES are an important part of delivering a positive experience for visitors to Central Otago. The i-sites and visitor centres provide visitors with local advice from local people, helping to ensure a safe, stress-free and rewarding Central Otago holiday. The district has three i-SITES – Alexandra, Cromwell and Ranfurly, and one local visitor centre in Roxburgh. The Alexandra i-Site is located in the Central Stories complex.

Alexandra, as with the rest of Central Otago's tourism industry, experiences significant seasonality trends. The busy season is October to April with the peak in January to April. Increasing yield is a key factor to enable profitable, sustainable businesses. This requires growth in visitor numbers particularly outside the peak period. Providing a wide range of activities suited to all age ranges is crucial to increasing the length of stay and visitor spend.

There are currently two promotion groups in the Alexandra and Earnsclough area, Promote Alexandra Inc and Promote Dunstan Inc. Promote Alexandra Inc. is actively involved in the promotion of the Alexandra area as a visitor destination. Key projects include the promote Alexandra website, Love Alex campaign, community events and brochures. Promote Dunstan Inc. seeks to promote the areas of Clyde, Earnsclough and the Manuherikia. Key projects include the Clyde Food & Wine Festival, ongoing distribution of self-drive and walking brochures and, the promote Dunstan website.

Tourism is recognised as a significant contributor to Alexandra's economy. The community has recognised that there is potential for Alexandra's tourism industry to grow further. The community seeks to attract more domestic and international tourists through increased promotion of Alexandra's numerous attractions. Part of the Heritage Strategy includes the enhancement of the town's attractions. In particular, there is strong community support to:

- Promote Alexandra as a destination

- Add value to trails and walkways
- Add value to recreational assets
- Improve access and use of the town's rivers (see Our Environment)
- Develop history and heritage sites into tourist attractions (see Our History, Our Heritage)

### ***Promoting Alexandra as a Destination***

There is strong community support to promote Alexandra as a destination rather than being a town people pass through. To achieve this, the community needs to promote the area's hidden attractions more and make these attractions more tourist friendly. Initiatives include increasing promotion and signage for the Earnsclough Road/Letts Gully fruit stalls, vineyards and orchards.

#### **Desired Outcome**

**A thriving local tourism industry**

#### **Recommendation**

- **Increase the promotion of Alexandra as a tourism and recreational destination**
- **Identify opportunities for eco-tourism in Alexandra**

### ***Adding Value to Trails and Walkways***

The provision of trails and walkways contribute to a supportive environment for healthy lifestyle changes by ensuring excellent availability and accessibility to recreation and leisure activities.

There is strong community support to add value to Alexandra's trails and walkways, particularly the Otago Central Rail Trail. The Otago Central Rail Trail has continued to grow in popularity and rider numbers are still increasing year on year. New trails around the country as part of the National Cycleway Nga Haerenga, should see awareness and interest in the Otago Central Rail Trail grow. The two National Cycleway trails based in the district, the Clutha Gold Trail and the Roxburgh Gorge Trail will offer riders over 250 km of continuous cycling and walking once fully constructed. The community has shown support for the Rail Trail being connected with other trails throughout the region. It should be noted that there are projects underway to further develop our tracks and trails. The Alexandra Business Group are developing the town side of the Clutha river track, the Alexandra Suspension Bridge 1882 Working Group are looking at developing a walking and cycling bridge over the Clutha River to connect the trails and Cromwell are looking at investigating the feasibility of developing a track from Cromwell to Clyde.

There is also support for the development of an underpass beneath SH8 to the Rail Trail and Springvale area. The community consider this as vital in giving cyclists the guarantee of a safe round

trip. The Clyde community has also identified this issue as a high priority within the Clyde Community Plan 2010.

The direct economic contribution of the Otago Central Rail Trail is more than 8 million dollars per annum. The largest benefactors are accommodation, package operators, food and consumables. Conversely, entertainment and retail were minor beneficiaries of visitor spends. There is strong community support for the promotion of off trail activities to increase the stay and spend of rail trail users. It must be noted, that the rail trail is affected by seasonality, with almost 50% of users riding the rail trail in the months of March and April<sup>10</sup>. One project that is underway in Alexandra, led by the Alexandra Lions Club, is the development of a replica of the original Railway Station in Alexandra. This project will provide a basis to identify Alexandra as a stop on the Rail Trail, as currently there is nothing that does this. It is proposed to have information within the Railway Station showcasing what Alexandra has to offer.

As Central Otago is increasingly becoming a cycling destination with its internationally and nationally renowned trails and proposed new trails, there is growing awareness among the Alexandra community as to the importance of its own position as a hub for cyclists. This is mainly due to its location, with various Central Otago trails (and proposed trails) leading to, from and through Alexandra. Alexandra also has services that cater to cyclists. The community sees the benefit in connecting all of the trails within Central Otago and packaging and promoting them as a whole while promoting itself as the hub.

**Desired Outcome:**

**Internationally renowned trails and walkways have been developed**

**Recommendation:**

- **Investigate ways to add value from our trails and walkways**
- **Investigate options to improve access to trails on private property**
- **Develop and implement an action plan that aims to strengthen Alexandra's position as the hub for cyclists in Central Otago**
- **Encourage businesses to support new tracks and trails in the area**
- **Support the Cromwell & Districts Community Trust in investigating the feasibility of a cycling/walking track from Cromwell to Clyde**
- **Support the development of a replica of the Alexandra Railway Station (led by the Alexandra Lions Group)**
- **Support the recommendation for an underpass beneath SH8 to the Rail Trail and Springvale area as this is vital for safe passage for both locals and visitors .**

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<sup>10</sup> Otago Central Rail Trail User Survey 2010/2011

## ***Adding Value to our Recreational Assets***

There is growing recognition of Central Otago being an exceptional outdoor 'playground' attracting a high number of international and domestic tourists. There is also a growing resident population keen to enjoy and engage in the outdoor lifestyle.

The results of the Alexandra community consultation process indicate that the community is pleased with the maintenance of Alexandra's recreational assets. However, there is strong community support for further enhancement of our recreational assets. There is a desire for Alexandra to become a recognised international recreational mecca, providing a range of quality recreational options including walking, swimming, boating, fishing and visiting heritage sites.

Incorporated in this objective is to ensure that Alexandra remains a safe and affordable destination for visiting families. This will involve providing recreational options that are inexpensive, safe and family friendly.

In relation to maintaining the opportunity to be a hub for walkways and trails in the area, suggested initiatives include a walkway/cycleway along Earnscleugh Road to Marohall Road with a further extension to Clyde.

CODC is currently finalising the Central Otago Outdoor Recreation Strategy 2012 (COORS). The COORS strategy sets out to coordinate Central Otago's recreational assets, community and stakeholders, to maximise the social and economic benefits for the district.

### **Desired Outcome**

#### **Recreational assets improved**

#### **Recommendation:**

- **Investigate ways to add value to our recreational assets**

## **OUR HISTORY, OUR HERITAGE**

Alexandra has a rich and proud history and heritage. Our history and heritage are important components of our identity. Special features of Alexandra's history and heritage include the area's historical buildings and relics, goldfield and dredging history.

Heritage is an important component in the marketing of Central Otago as the district's heritage cannot be easily replicated anywhere else in New Zealand. Therefore it has been recognised that Central Otago must be careful not to spoil its heritage by allowing uncontrolled growth or development that may compromise the heritage of the area. A Central Otago Heritage Strategy 2012(Heritage Strategy) has been developed to preserve, protect and celebrate the district's heritage. For the purpose of this document heritage mainly refers to built heritage (buildings and structures) and cultural heritage (tangible artefacts, historic places and relics).

The key history and heritage themes from the community consultation process were the need to;

- Identify the historic value of buildings and relics
- Maintain heritage buildings and relics
- Educate and promote the importance of heritage
- Improve/standardize restoration requirements
- Develop historical gold fields and dredges for tourism
- Recognise the historical value of our water races.

### ***Identify the Historic Value of Buildings and Relics***

There is strong community support to identify and analyse the historical value of heritage buildings and relics. The community has indicated that tourism appeal must be a key component in assessing the historical value of a building or relic. From there a list could be compiled, with those historical buildings and relics that have significant historical value to be included on the list. Funding should be focused on maintaining those buildings and relics that make the list. This could also apply to Council owned heritage buildings. The list compilation process will require extensive community consultation.

It must be noted that a key objective of the Heritage Strategy is to develop a single historical building and relic inventory list for the Central Otago district.

#### **Desired Outcome:**

**An updated list of significant historic buildings and relics**

**Recommendation:**

- **Investigate the historic value of our buildings and relics and decide on whether they should be included on a list.**

***Maintenance of Heritage Buildings and Relics***

There is strong community support to maintain and improve incentives for repairing and maintaining heritage buildings. The current incentives used to encourage maintenance of heritage buildings and relics include the waiving of Council fees on resource consent applications and rates remissions. Grants and subsidies are available through funding sources such as the Central Lakes Trust and Department of Internal Affairs. The Heritage Strategy provides a list of sources for funding for the maintenance of heritage buildings and relics.

**Desired Outcome:**

**Well maintained historic buildings and relics**

**Recommendation:**

- **Investigate options to increase incentives for the maintenance of our heritage buildings and relics**

***Education and Promotion of Heritage***

The community has stated that it is important to educate funders that maintenance of heritage is worthy or as important as providing money for new better buildings. The development of a Central Otago historic building and relic inventory register in many ways will facilitate this objective. Raising awareness of the historic building and relic inventory list, and ensuring the list is easily accessible through digital media will further this objective.

**Desired Outcome:**

**The community are knowledgeable of the importance of our heritage**

**Recommendation:**

- **Education and promotion of our heritage**

***Improve/Standardize Restoration Requirements***

Restoration requirements must be improved and standardised so that everyone is clear on the requirements. If the building cannot be restored for use, deconstruction should be allowed and materials reused on the same site for integrity.

The laws and the management of heritage are spread across a range of legislation and agencies. This can make the restoration of heritage buildings unnecessarily complicated and challenging for an individual or community group. The challenge is for institutions to have easily accessible and user-friendly information available that outlines the processes for owners and the community. This issue is discussed in more depth in the Heritage Strategy.

**Desired Outcome:**

**The community know and understand the requirements for heritage restoration**

**Recommendation:**

- **Promote current Historical Places Trust requirements for restoration**

### ***Developing Goldfield and Dredging History for Tourism***

The community has indicated strong support for gold mining demonstrations and dredge working displays to be located at the Linger and Die location. There is strong support for developing tracks and trails through the tailings. These tracks can be linked with the Otago Central Rail Trail. However the community will not support the retention of every site, only those sites that have significant historical significance and tourism value.

There was also strong opposition to maintaining dredge tailings. The community did not see them as an asset in their current state. Suggestions were to mine the tailings otherwise convert for other use, including converting them for recreational cycling, walking or water use.

**Desired Outcome:**

**Our goldfield and dredging history are a significant component of our tourism industry**

**Recommendation:**

- **Develop our goldfield and dredging history for tourism**

## **Appendix 1**

# Alexandra Business Survey 2012

## Analysis of Results

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## **Introduction**

In January 2012, interviews were carried out with 83 Alexandria located businesses<sup>11</sup>. The purpose of this was to help better understand what businesses value and what the prospects, issues and needs are.

These results are summarised and presented here<sup>12</sup>.

### ***Survey Sample Overview***

The 83 businesses that were interviewed were selected randomly and form a significant proportion of Alexandria based businesses. Business owners / managers were asked to characterise their business. A total of 11 different business types were identified. These were:

#### ***Business Type***

- Accommodation
- Arts Culture and Heritage
- Businesses Services
- Health and Wellness
- Manufacturing and Building
- Recreation Services
- Retail and Distribution
- Fruit growing
- Tourism
- Transport
- Wining and Dining

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<sup>11</sup> Interviews were conducted by Tara Druce of Druce Consulting.

<sup>12</sup> Please note than answers are summarised and presented as provided to the survey taker.

## Results

The following information is an analysis of the information businesses provided when interviewed.

### Business Demographics

The first section of results looks at the broad demographics of the Alexandra business community. This covers such things as size, longevity and forecast changes

#### *Number of employees*

Businesses were asked how many permanent / FTE staff (including management / owners) were employed.

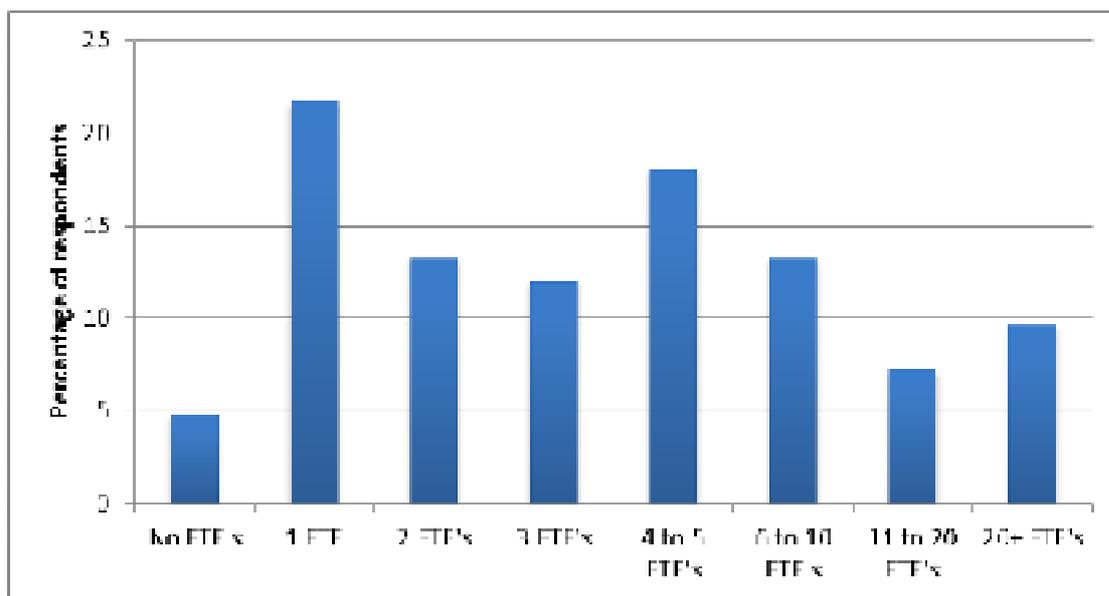


Figure 1: Number of full time employees

The above graph shows that 95% of businesses surveyed employ between 1 or more full time equivalents. In fact, only 5% of businesses were part time.

The graph suggests that most businesses in Alexandra are small businesses with less than 10% of businesses surveyed employing over 20 FTEs. This is typical of a town the size of Alexandra.

Businesses also indicated if they employed part-time staff. Only 16% of businesses employ PTEs with the majority employing between 1 and 3 part-time employees. Only 2 businesses employ over 20 PTEs.

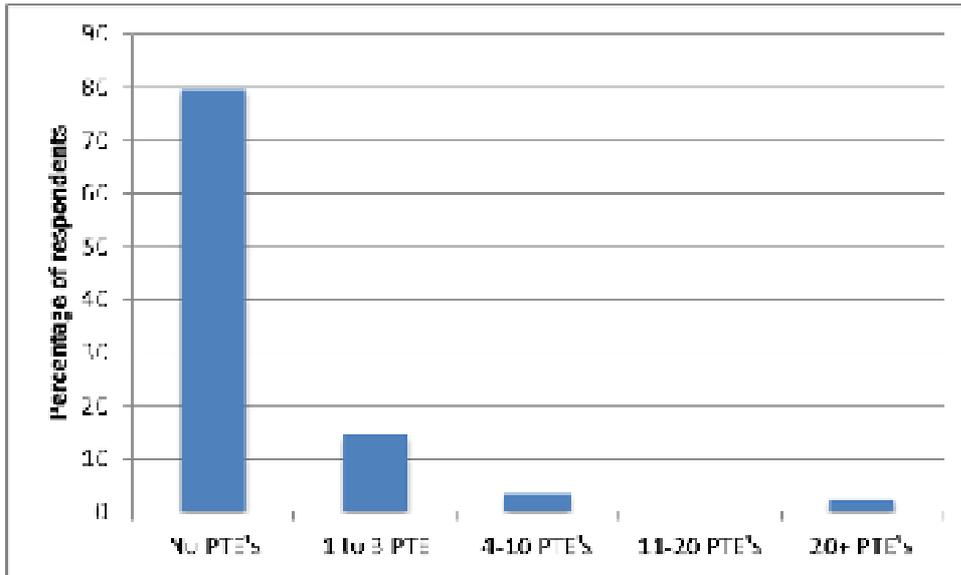


Figure 2: Part time employment

### Employment Trends

Businesses were asked whether they expect any changes in the number of people they employ over the next two years.

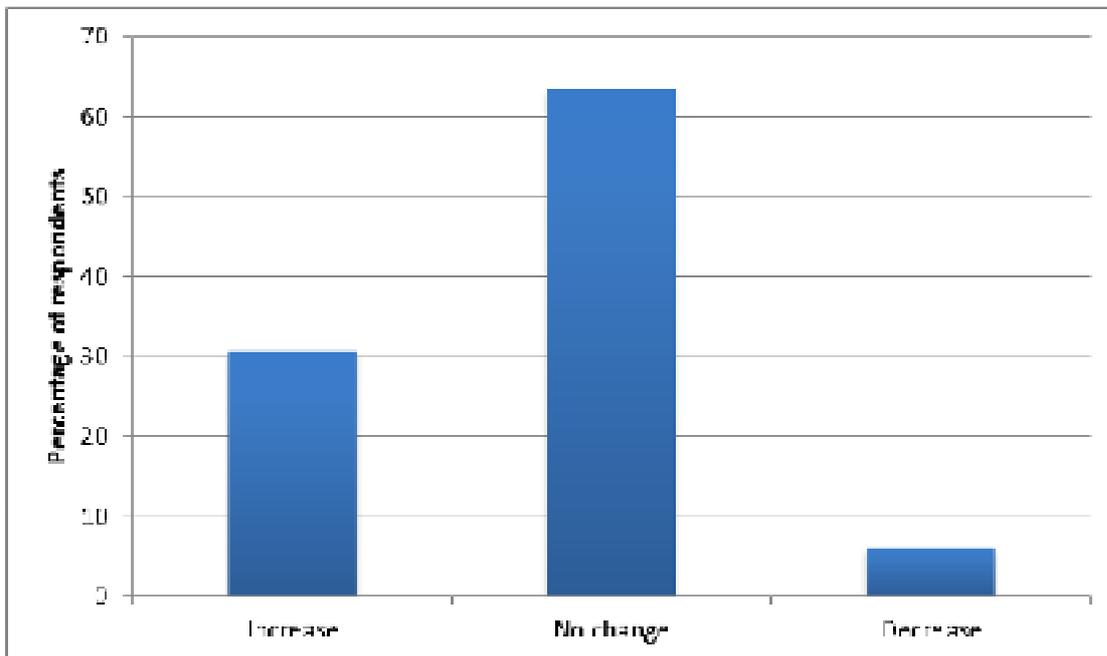


Figure 3: Expected change in employment levels

Almost two thirds of businesses expect to remain the same in terms of employment levels, while a third of businesses expect an increase in employment. Only 6% of businesses expect a decrease in employment levels.

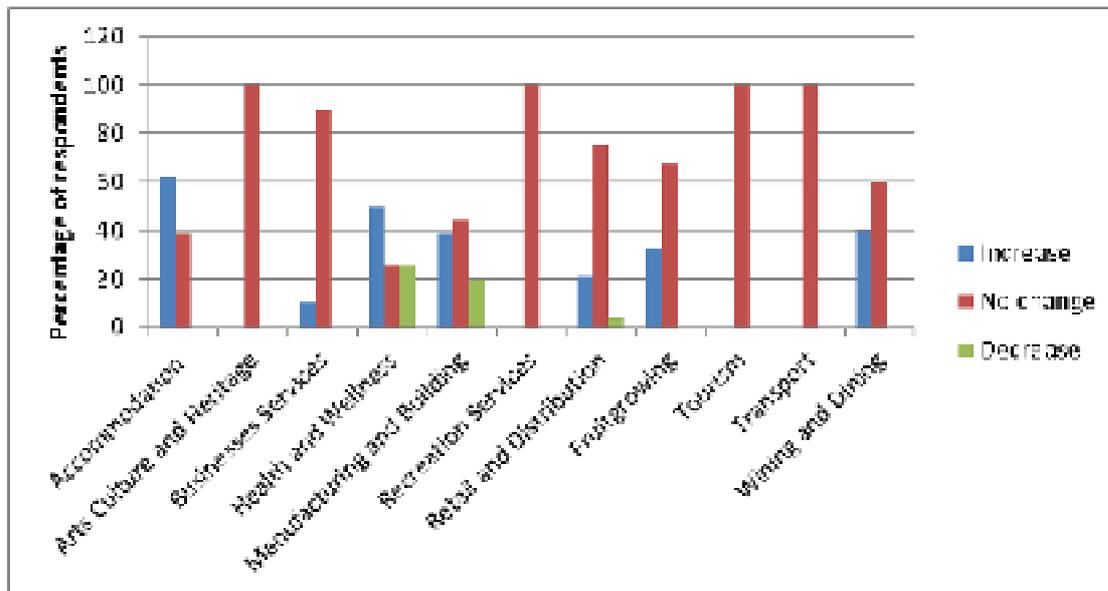


Figure 4: Expected change in employment levels by sector

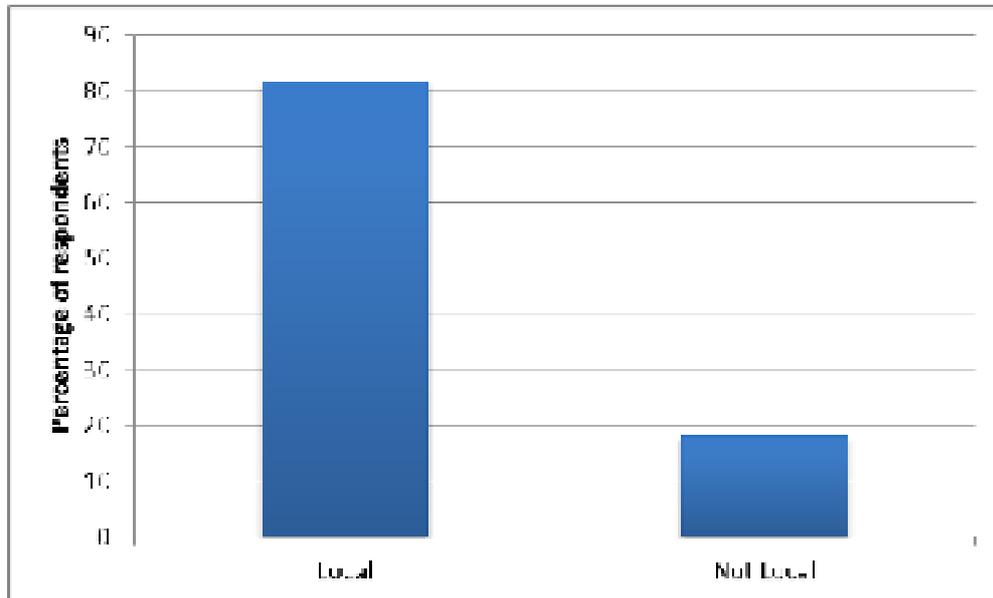
The above graph separates out each sector so that it can be seen which sector expects increases, no change or decreases in the number of employees.

As depicted in the graph, again most sectors indicate that they do not expect any change in number of employees. However, the sectors that do expect to see an increase are accommodation, health and wellness, manufacturing and building, fruitgrowing and wining and dining. Business services, retail and distribution and the land sectors also expect to see a slight increase.

Health and wellness, manufacturing and building and a small percentage of retail and distribution expect to see some decrease in number of employees over the next two years.

## *Ownership of business*

The next question in the survey related to whether or not the businesses surveyed are locally owned.



**Figure 5: Ownership of Business**

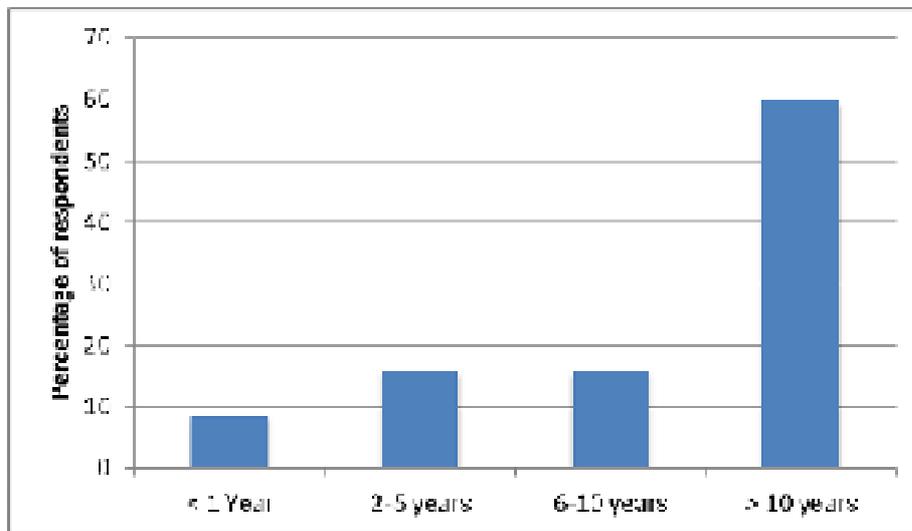
15 businesses (18%) were not locally owned.

While the high percentage of locally owned businesses demonstrates the self-sufficiency of the local business community it is also worth considering that (as a rule) external businesses that have a branch structure are better capitalised than locally owned and operated ones.

This means that the local economy may be under-capitalised and not in an ideal position to take advantages of opportunities when they occur.

## *Longevity of business operation in the community*

Businesses were asked how long their business has been operating in this Community.<sup>13</sup>



**Figure 6: Length of time in business**

60% of businesses surveyed indicated that they have been in business for over ten years which suggests that there is a core of well established businesses in Alexandra

Interestingly, only a third of businesses (33%) are relatively new being in existence for less than 10 years.

Only 7% of businesses have been in existence less than one year.

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<sup>13</sup> The question asked “how long has YOUR business been operating in this community.” This is open to some interpretation, as it may cover the length of the current owners reign or may cover the total length of time the business has been in operation.

## Business Feedback

In this section, owners and managers were asked to comment on the business environment including the factors that influence them operating in a small service environment.

### *Advantages of running a business in Alexandria*

Businesses surveyed were asked what they see are the advantages of running a business in Alexandria.<sup>14</sup>

Respondents were not prompted for answers, so the advantages are as per what was in their minds at the time.

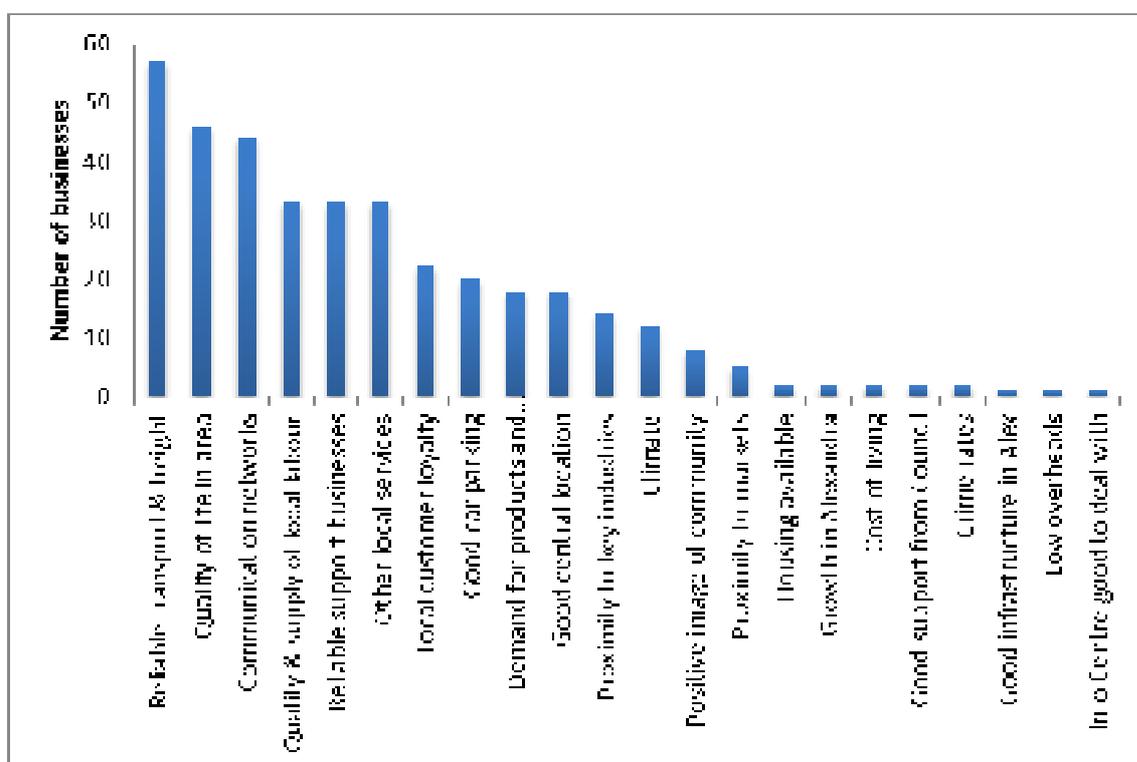


Figure 7: Advantages of running a business in Alexandria

As can be seen from the graph above, the most common answer was reliable transport and freight. This was followed closely with quality of life in the area, good communication networks, quality and supply of local labour, reliable support of businesses, other local services and local customer loyalty.

<sup>14</sup> While business operators weren't given a list of advantages to tick, they occasionally had to be given some examples of what advantages might look like to get them started. This was done in a generic way to avoid as much as possible feeding them advantages. The same approach was applied to other similar questions (disadvantages, constraints etc...)

## Disadvantages of operating a business in Alexandria

Businesses interviewed were asked what the disadvantages of running a business in Alexandria were.

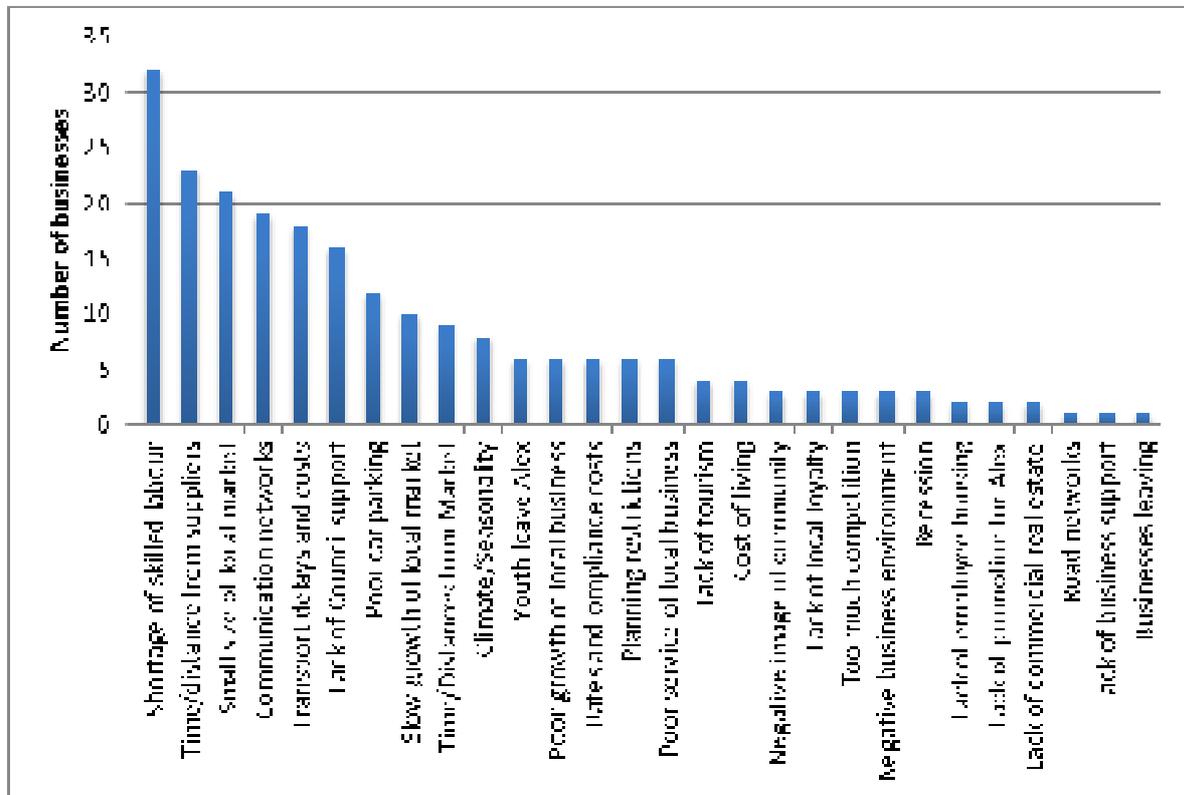


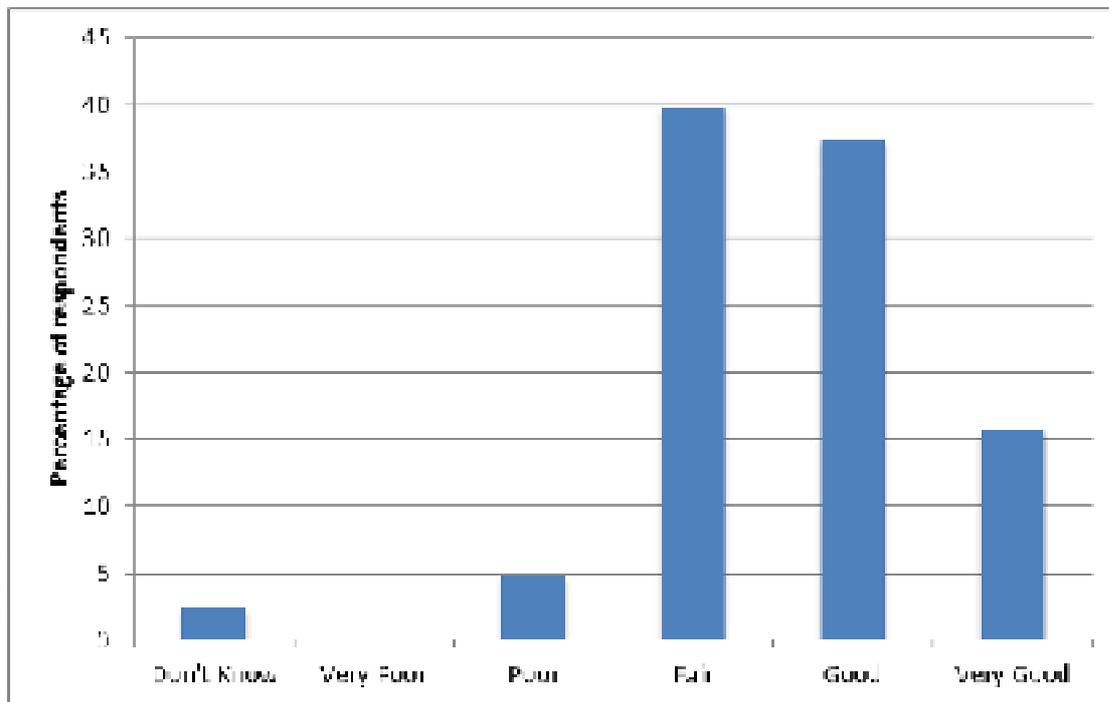
Figure 8: Disadvantages of running a business in Alexandria

As can be seen by the above table, the main perceived disadvantages of running a business in Alexandria is around shortage of skilled labour and professionals, time and distance from suppliers, small size of local market, communication networks (mainly broadband issues) and lack of Council support.

In relation to 'lack of Council support' comments included: that Council has poor records and not enough communication between departments; council should work with other groups; encourage use of schist in district plan; unfair costs of regulation; Council is negative about growth; need more proactive Community Board; Council give Cromwell businesses priority; council not business focused, progressive enough and are a barrier to development.

## ***Business outlook over the next 12 months***

Participants were asked to rate the outlook for their business for the next 12 months.



**Figure 9: 12 Month Business Outlook**

Of the 83 respondents to this question, 40% saw the outlook for their business over the next 12 months as fair and 53% saw their outlook as good to very good. 5% of businesses surveyed saw their outlook as poor and 2% didn't know.

Interviewees were asked to explain their answers. The following graphs show the responses by rating:

<b>Poor</b>
Felt recession and do not see improvement
Older people have lost money in finance companies

<b>Fair</b>
Felt the recession and still in it
Still in recession but hopeful have turned a corner

Effected by national and international forces
Not expecting a good year
Building industry slow
Hopefully growth from farming and construction
Christchurch propping up the business
Significant reduction in land development
People have moved on

<b>Good</b>
Hopefully Roxburgh cycle trail goes through
Have worked hard to grow business in recession
Have not felt the recession
Felt the recession but things are picking up
Competitive margins reduced
Steady and constant - not picking up yet
Outlook for NZ picking up
Alexandra benefiting from Queenstown and Wanaka getting too expensive
Farming is booming
Influx of Christchurch people

<b>Very Good</b>
Outlook very good, recession turned a comer
Business community more positive
Not been effected by recession

Alexandra is holiday destination
Stick to core business
Worked harder and longer during recession
New to business
Not enough services
Adjusted to business conditions
Rural economy booming
Arts community is being developed

Most businesses that were surveyed cite the recession as being the main reason for their outlook. Those with a “Poor” and “Fair” rating have indicated that they are still in the recession and don’t see business improving within the next 12 months and those with a “Good” and “Very Good” rating have indicated that they have felt the recession but business is now improving.

## Constraints to expanding businesses

Businesses were asked to comment on what constraints they saw to expanding their businesses.

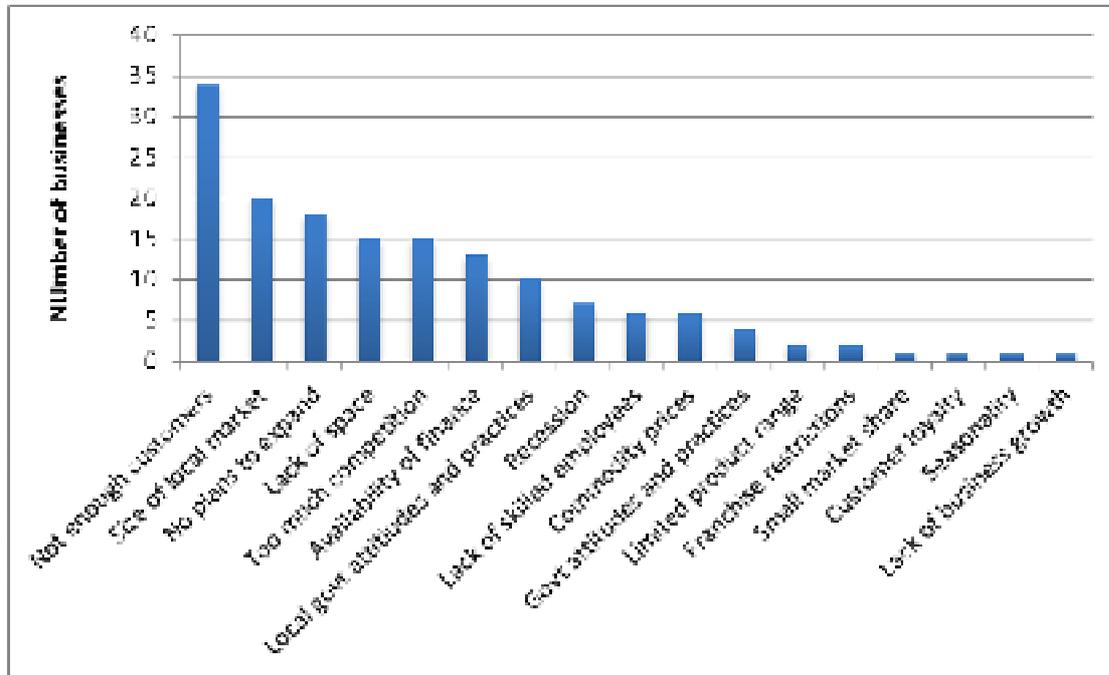


Figure 10: Constraints to expanding business in Alexandria

The most common constraint to expanding businesses in Alexandria was that there are not enough customers and the size of the local market. This corresponds with earlier responses in relation to the main disadvantages of running a business in Alexandria being the small size of the local market. Many businesses are happy as they are and do not want to expand.

Lack of space, too much competition and lack of available finance were also mentioned as being main reasons for not expanding.

## Improving the Business

The next question asked businesses what things they considered the most useful in helping the business to improve its performance over the next 12 months.

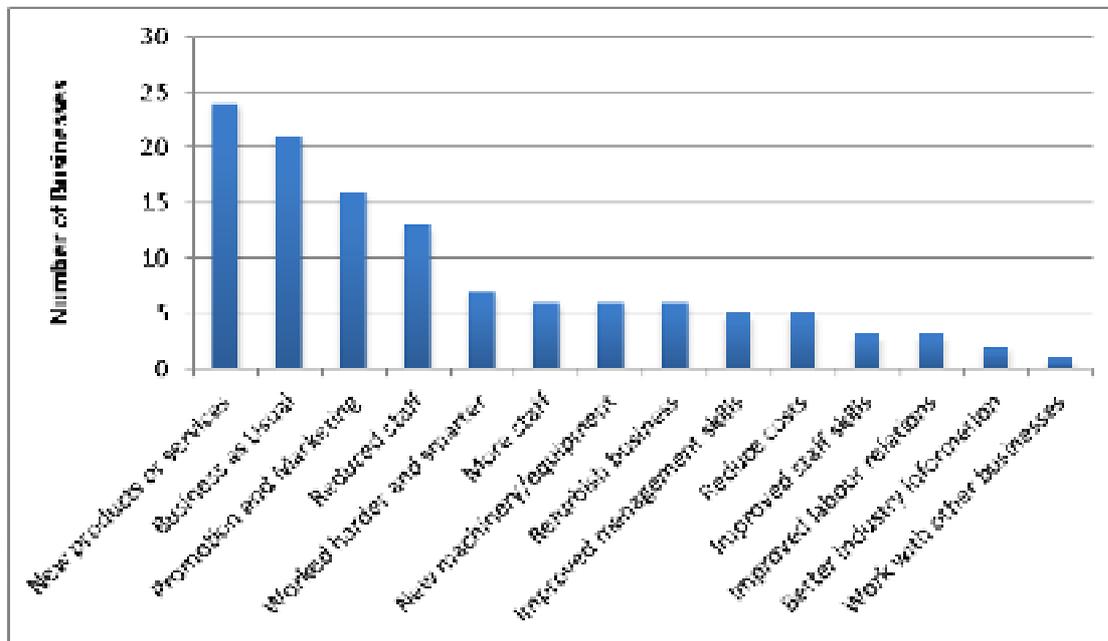


Figure 11: Means of improving business

Almost a third of businesses surveyed indicated that changing their products and services will be the main tool that they will use to assist in improving business performance over the next 12 months.

A quarter of businesses indicated that for them, it will be business as usual over the next 12 months.

## Business Systems and Sustainability

In this section business owners / operators were asked a range of questions that speak to their business processes as well as their intentions. Sustainability looks not only at individual businesses but also at the Alexandra business and residential community and its needs.

### *Products or services purchased externally*

Businesses were then asked what services or products they purchased from outside the immediate community. Furthermore they were asked to explain what the drivers for this were.

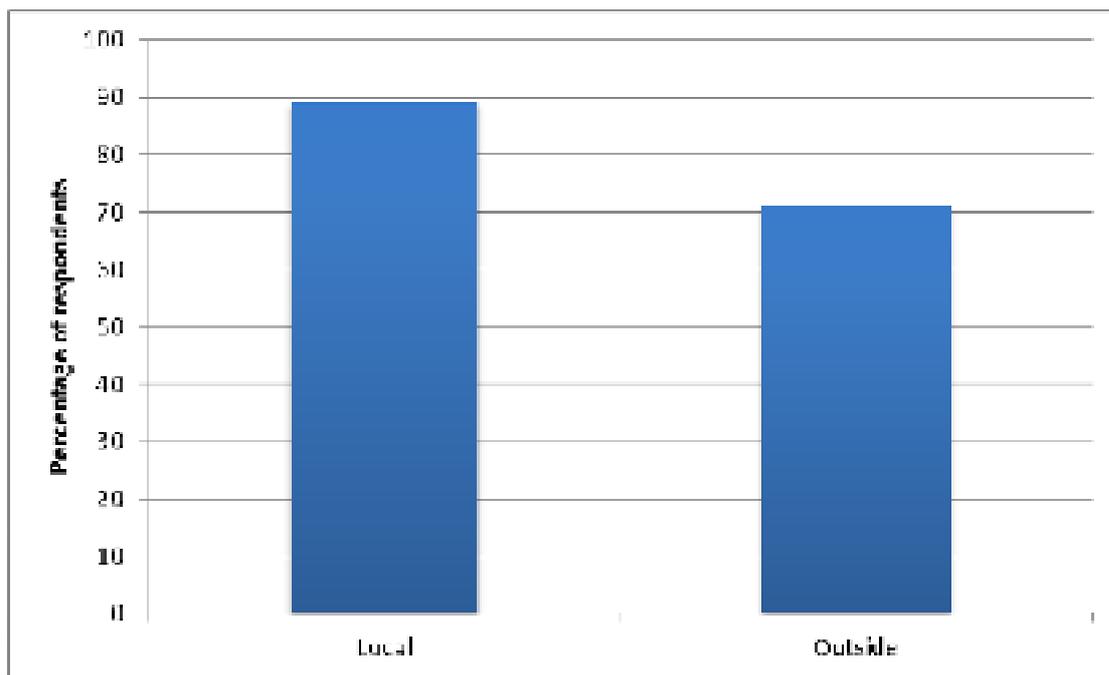
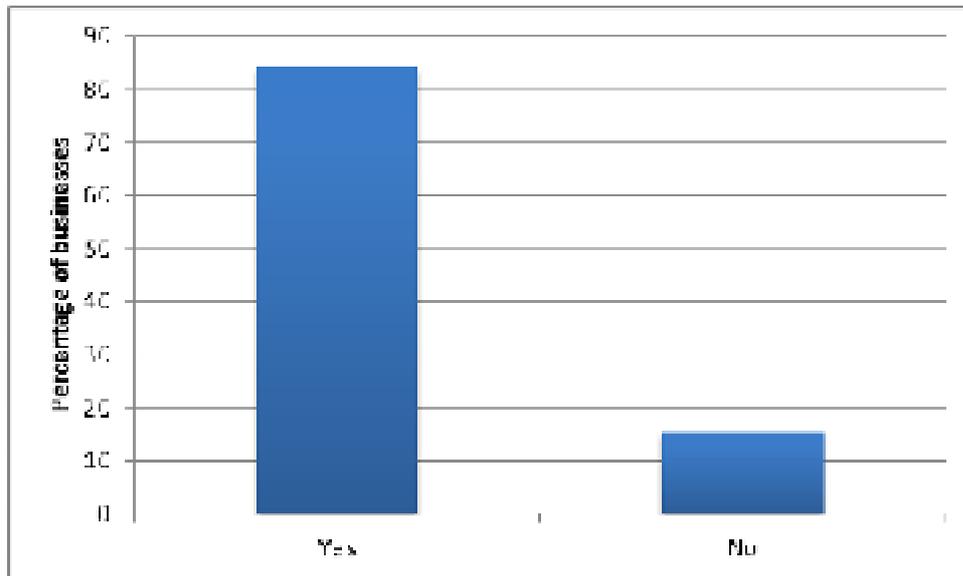


Figure 12: Alexandra business procurement strategies

Almost all businesses indicated that they sourced a vast majority of their services locally but had to source products from outside Alexandra.

## ***Business niche opportunities***

Respondents were asked if they considered that there were any industries / business / services which could successfully locate in Alexandra.



84% of businesses surveyed believed that there are industries, businesses or services that can be successfully located in Alexandra.

### **Industries suggested:**

Expansion and development of tourism, fruit processing, mining, hydro scheme on Clutha, horticulture, farming and building.

### **Businesses and Services suggested:**

Better gym, another supermarket, doctors surgery, truck and fibreglass workshops, free Wi-Fi, qualified dental technicians, public transport, conference facilities, 5 star accommodation and wedding venues, evening dining and entertainment, movie theatre, department stores, baby shops, more wineries that are open, general business growth.

### **Obstacles to successfully locating any businesses/industries and services included factors such as:**

- Alexandra needs a more positive attitude towards encouraging businesses here and more cohesion between the business community.
- Council regulations and lack of business support
- Economic climate
- Lack of industrial land and commercial space

## Suggested ways to overcome these obstacles included:

- Create work opportunities for young people
- Promote Alexandra as a place to come and live and as a tourist destination
- Take a coordinated approach to business revival
- Encourage buying locally
- Support Rail Trail and other cycle trails

## Business skills required

Businesses were asked what skills they would be looking for if they were taking on any new staff in the future.

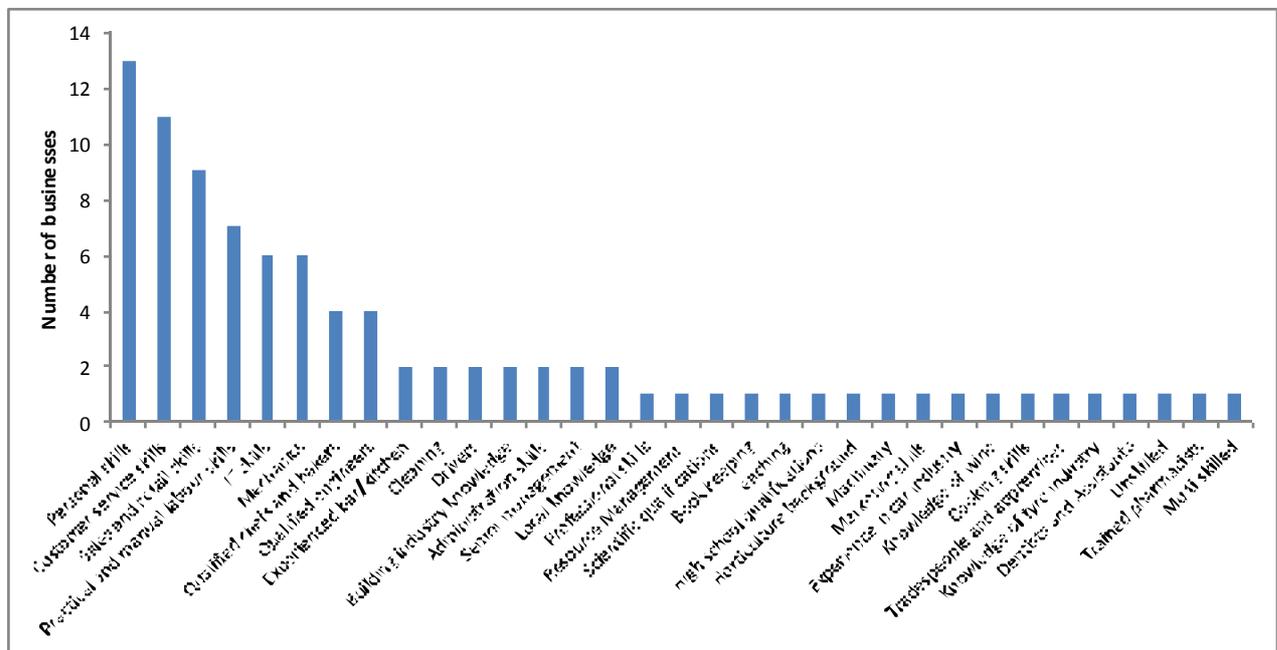
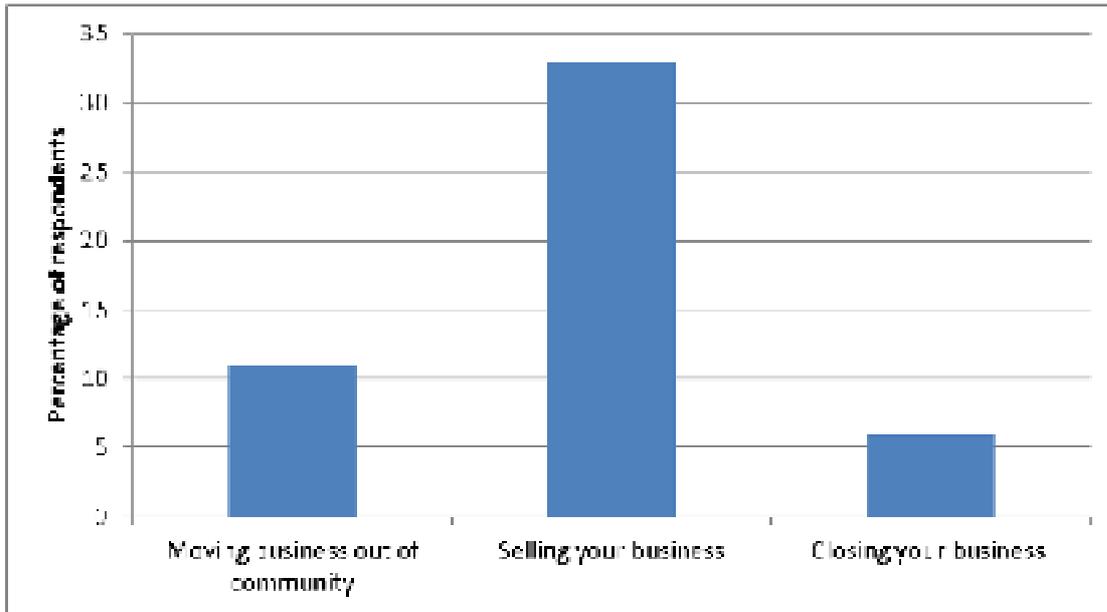


Figure 13: Future staff skills

As can be seen from the above graph, personal skills, customer service skills, sales and retail skills, practical and manual labour, IT skills, mechanics, qualified chefs and bakers and qualified engineers are the main skills that businesses would be looking for in the future when taking on new staff in Alexandra.

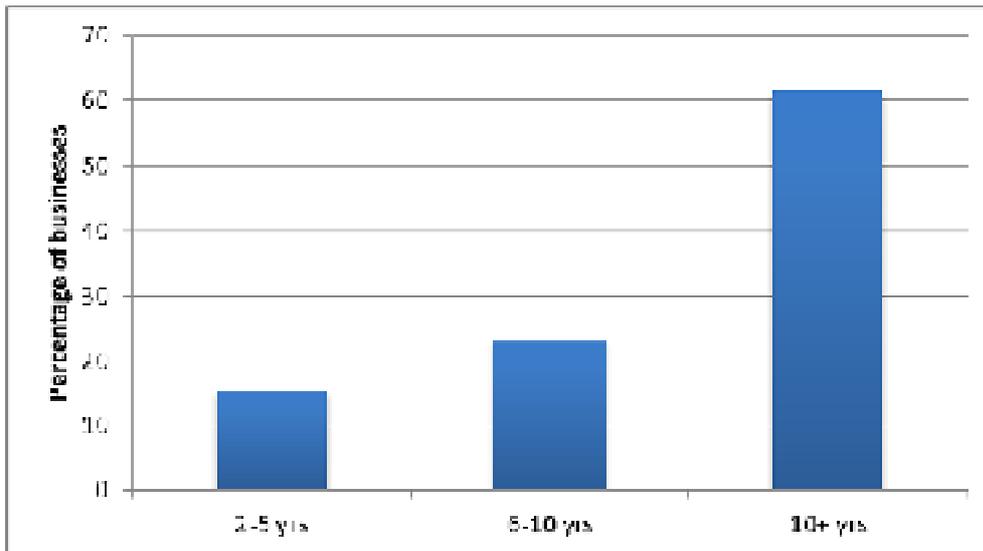
## Possible future intentions

In this series of three questions Business owners and managers were asked if they had ever considered major moves for their businesses, specifically moving, selling or closing.



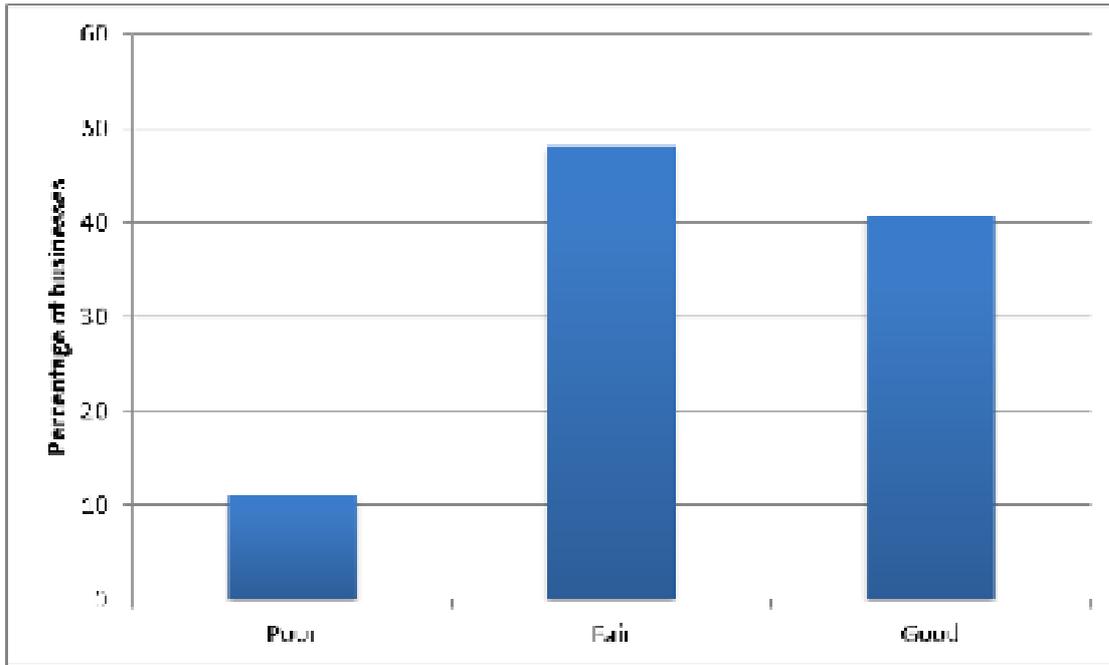
**Figure 14: Possible future considerations**

As can be seen from the graphs, a third of businesses have considered selling their business within the last 12 months. 11% have considered moving their business out of the community and 6% have considered closing down in the last 12 months.



**Figure 15: Longevity of businesses who have considered selling**

Businesses who have been in operation for over ten years are the main businesses who are considering selling.



**Figure 16: Outlook of businesses who have considered selling**

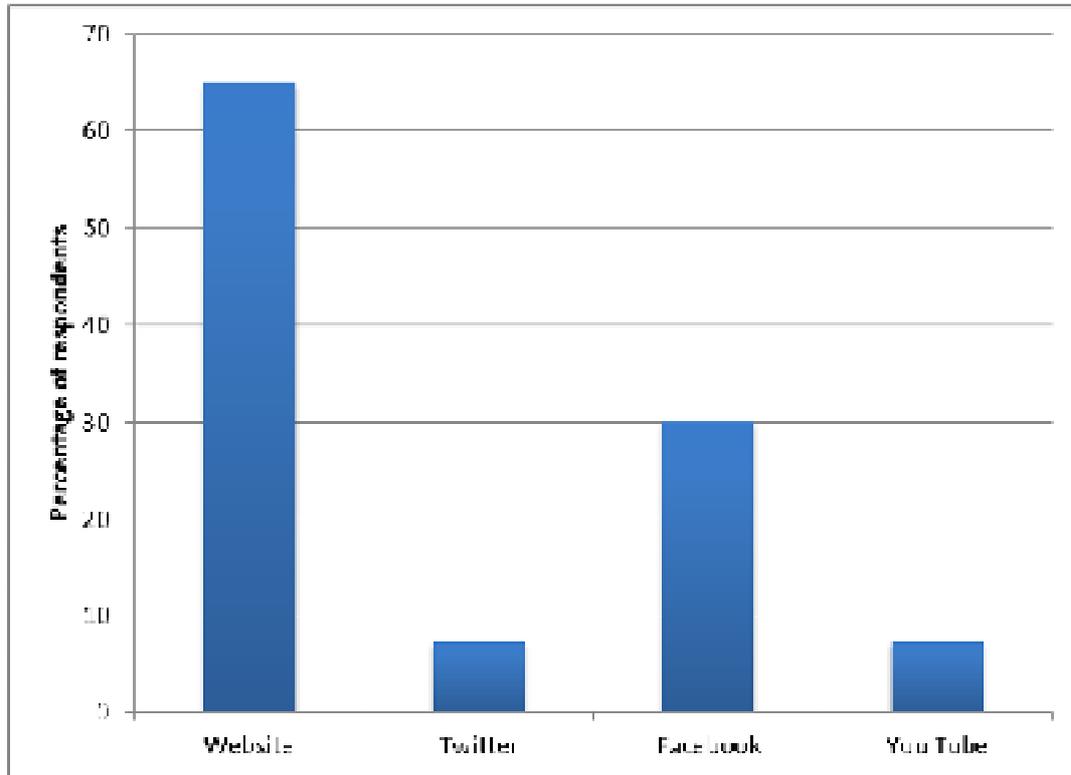
Of the businesses who have considered selling over the next 12 months, their outlook is mainly fair to good.

This suggests that the reasons for selling may go beyond 'tough economic times'.

Based on the longevity of business operations, those who have been in operation for over 10 years could be considering selling as they may be nearing retirement age, the market may be changing or they simply would like to cash up.

## ***Website / Use of Social Media***

Businesses were asked what social media they used to promote or profile their business.



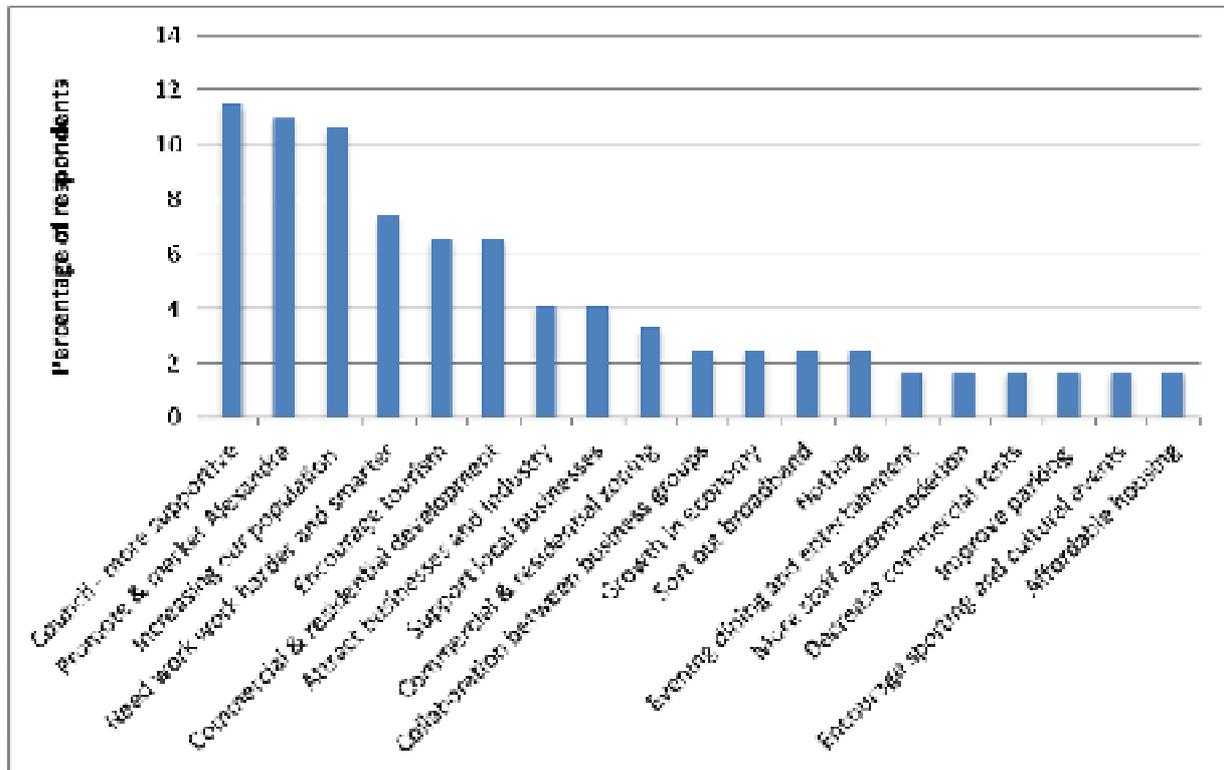
**Figure 17: Use of Social Media**

Websites are a common business promotional and marketing tool among businesses surveyed. Nearly a third of businesses surveyed are also using Facebook as another way to profile their businesses. Twitter and Youtube are not used as much by businesses.

## Business in the Alexandra Community

### *Most important factor to make the Alexandra community a better place to operate a business*

In the final section of the survey the Alexandra business owners and managers were asked questions relating to the strength of the Alexandra business community.



**Figure 18: Most important factors to make Alexandra a better place to operate a business**

Of the businesses surveyed, 11% agreed that Council needs to be more pro development and supportive of businesses. Comments included that Council needs to speak with businesses regularly; Council needs to cut rates and reduce compliance costs and red tape; there needs to be more development of residential, commercial and industrial space as well as the introduction of commercial and residential zoning.

Increasing our population attracted 11% of comments and working harder on promotions also attracted 11%. The need for businesses to work harder and smarter attracted 7% of comments. Working harder and smarter included comments such as businesses need to stay open longer on Saturdays; improve customer service; look for opportunities to expand and ensure prices are right.

Encouraging tourism was also another factor that businesses saw as ensuring a viable future for businesses in Alexandra.

Other factors that each represented 1% of comments (not included in the graph) include: Less policing, need toilets near warehouse; support clean air initiative; change negative attitude in Alexandra; when upgrading infrastructure, keep businesses in mind, need businesses that will make people stay longer; develop amusement park near pool; cover ice rink; need retirement village; cut insurance costs; leverage off Alexandra to Roxburgh trail; farming is booming; clean our streets; change perception of Alex as a retiree place, more initiatives to keep young people here, decorate town at christmas time; get rid of the markets; high school needs to encourage trades.

### Other factors

Interviewees were asked, having given their most important factors, to list any other factors that will ensure the ongoing viability of the Alexandra business community.

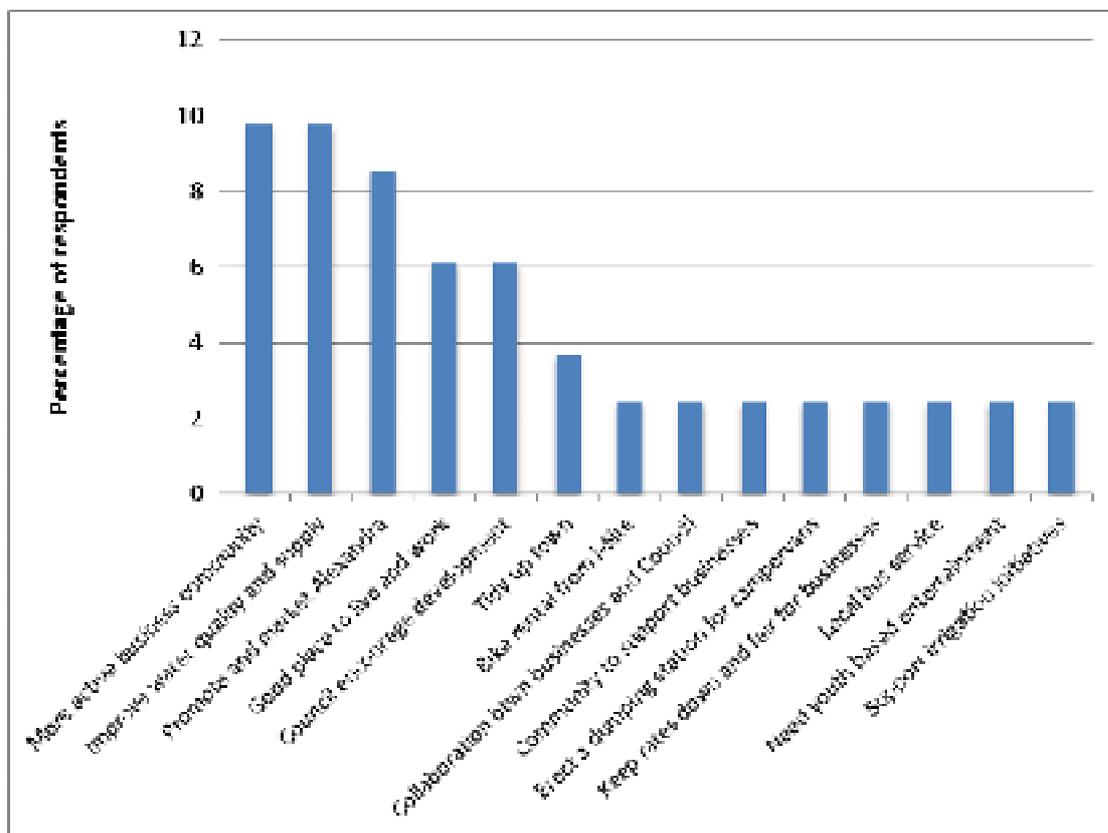


Figure 19: Other factors to make the Alexandra community a viable place to operate a business

### ***Need for a local business networking group?***

The interviewees were asked if they believed there was merit in establishing a local business group.

There are a number of existing business groups in Alexandra already to which 31% of businesses indicated that they were part of. These business groups range from the business networking breakfast group, Otago chamber of commerce to more specific groups that relate to a particular sector (eg motel network).

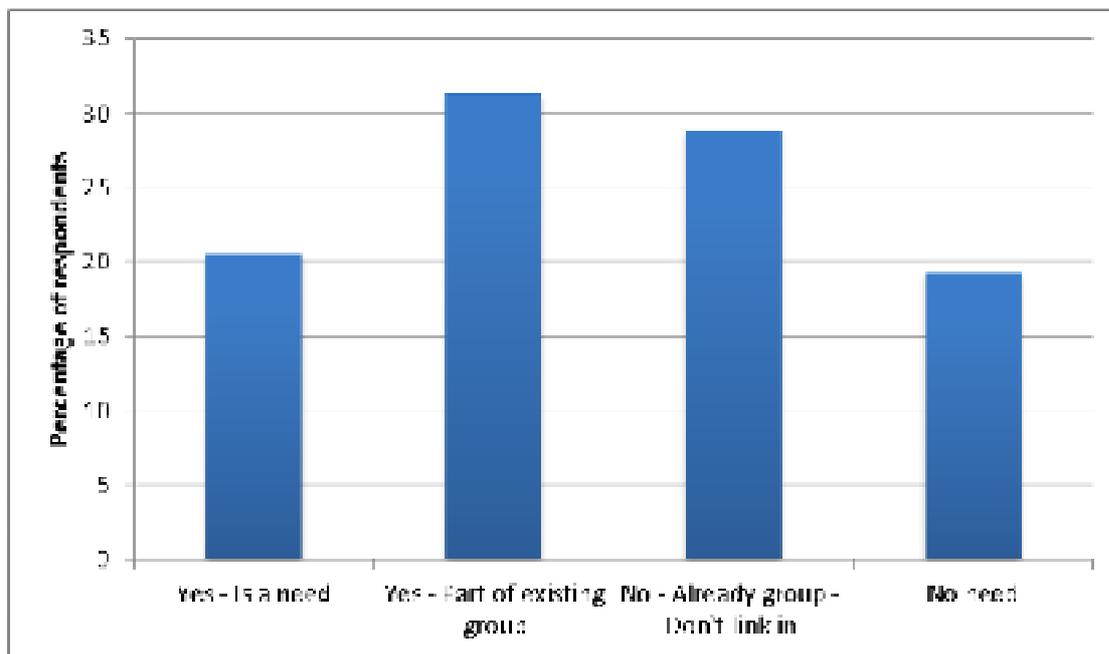


Figure 20: Need for local business networking group

## Any other comments

Respondents were asked whether they had any further comments they would like to make. Below is a table of responses.

Comments Received	Number of respondents
Council - play a bigger role in engaging with community	1
Council - play a bigger role in developing Central Otago as a cycling destination	1
Council - Commit budget to market Rail Trail	1
Demolish Old Boxing room	1
More use of Lake Dunstan for recreation and business	1
Council - Need to inspect tourism businesses annually	1
Alexandra is a great town	1
Council - Need better leadership and staff	3
Separate cyclists and cars at Dry Gully	1
Conroys corner is dangerous	1
Cycle trail along Earnsclough important	2
Council should market Alexandra in Christchurch	1
Research microclimates for fruit growing industry	1
Council need to nurture and encourage businesses	2
Aim to be cycling capital of the world	1
Attract retirees to live here	1
Businesses get prices right	1
No need for anything else	1
Need more promotions and events in Alexandra	1
Develop riverside areas	1

Alexandra should lead the way in broadband to promote business	1
Council should promote Alexandra as a good place to live	1
Need production industries	1
Need to attract businesses into the town	1
Businesses need confidence and security about the economy	1
'Destination Alexandra' structure needed	1
Keep exploring development options for the town	1
Public and accessible for cycling	1
Council need to be careful freedom camping sites do not compete with commercial sites	1
Would like to see Roxburgh Trail go through	2
Hanging baskets in Tarbert Street	1

## **Appendix 2**

# Alexandra Community Survey 2012

## Analysis of Results

## **Introduction**

In March 2012, a community survey was sent out to 2000 households in Alexandria. 224 surveys were completed and returned.

Out of the 224 respondents, 2 were not permanent residents. The average age of respondents was close to 60 and half of the respondents were female and half were male.

In the survey we provided values that the community identified in 2006 and asked the following questions.

1. On a scale of 1 to 10 how you would rate our community's performance in obtaining our values?
2. To achieve a ten what do we need to do?

The following report is an analysis of the results that were received from the survey.

## Community Values

In 2006 Alexandra identified that it valued the following:

### **WE VALUE**

#### **Our Environment**

- The distinctive landscape (the moonscape) and mountains
- The climate
- The Clutha and Manuherikia Rivers

#### **Our History and Heritage**

- Our goldfield and dredging history including the dredge tailings.
- Our buildings and relics from the past.

#### **Our Economy**

- A vibrant economy that continues to meet the needs of the wider community by providing a wide range of business services.
- Being a service centre for orcharding and farming with increasing emphasis on viticulture and tourism.

#### **Our Community**

- A vibrant, positive and inclusive community spirit.
- Peace and quiet where a relaxed lifestyle can be enjoyed.
- A safe community.

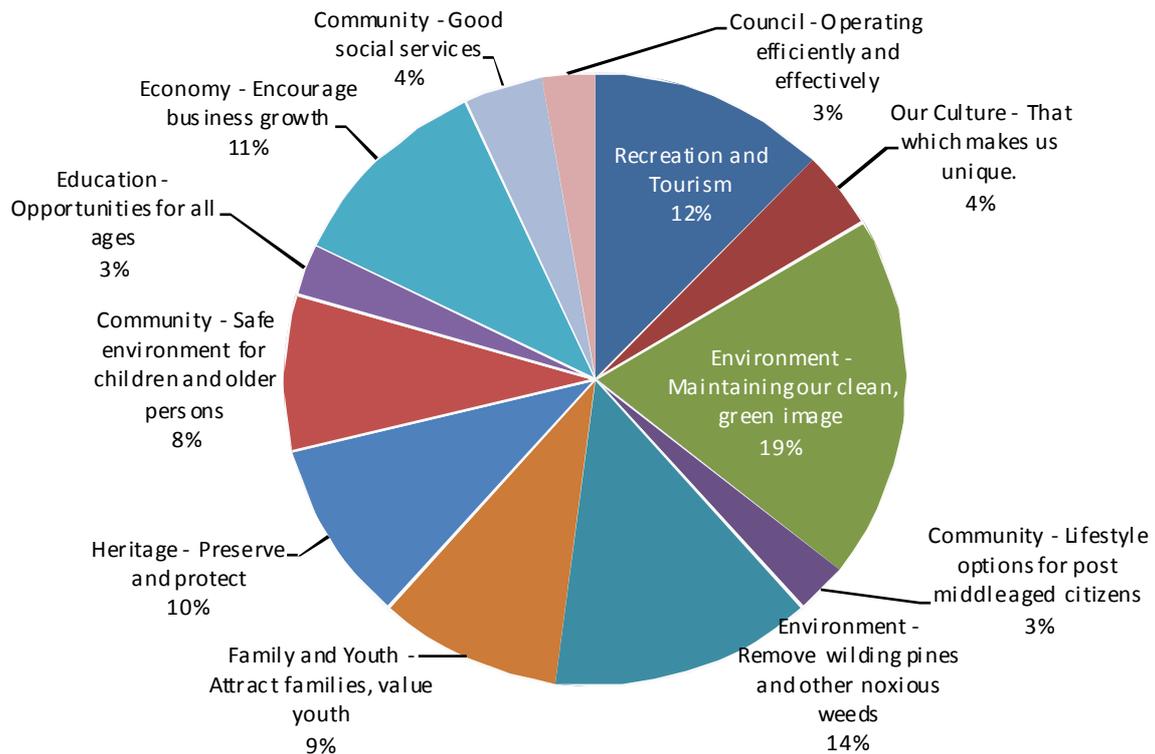
#### **Recreation and Tourism**

- The recreational opportunities in the area.
- The opportunity to be a hub for walks and trails in the area.
- Otago Central Rail Trail.

The community were asked whether or not values identified in 2006 by the community still reflect the values of the community today.

Of 189 respondents, 95% agreed that these factors are still what the community values.

## Other important values that the community have identified



Out of 73 respondents, 19% indicated that maintaining our clean green image (clean air, clean water, no litter ) is another important value to Alexandra. 14% also agreed that maintaining our distinctive landscape by the removal of wilding pines and other noxious weeds is an important value.

Recreation and tourism (12% of comments) is also important to the community and included comments such as valuing cycling and trails, our excellent sporting facilities, sporting opportunities, swimming, horse riding and our rivers.

## Our Distinctive Landscape (The Moonscape) and Mountains

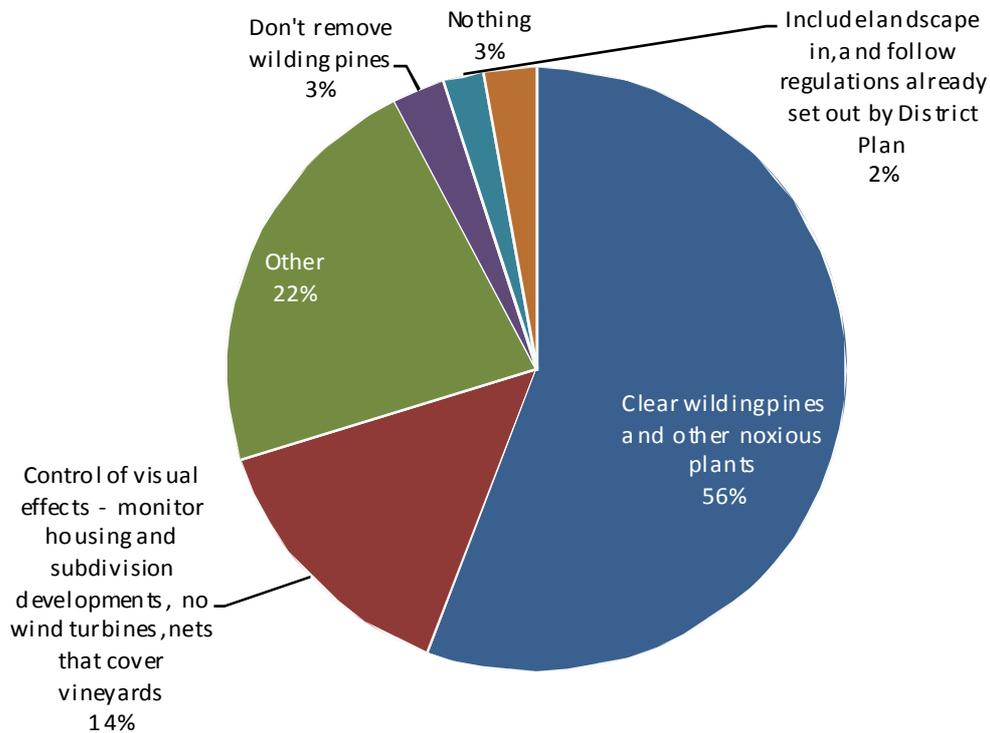
How you would rate our community's performance in maintaining our distinctive landscape (the moonscape) and mountains?



Of the 207 respondents who answered this question, 76% rated the community's performance in maintaining our landscape as being good to excellent while 14% indicated that it was fair and 14% believed it was poor.

On average, respondents rated this activity as good (6 out of 10).

## To achieve a ten in maintaining our distinctive landscape, what do we need to do?



Of 141 respondents to this question, 56% indicated that they thought that the removal of wilding pines and other noxious plants is important in maintaining our distinctive landscape. 14% of respondents indicated that there needs to be control and monitoring of the visual effects that are created by such things as the development of buildings and subdivisions, wind turbines and nets that cover vineyards.

The 22% that is made up of 'other' is a culmination of issues that only made up 1% respectively of the pie graph. These issues include:

- the need for more green spaces
- the need to plant and ensure survival of trees
- Attend to the clock on the hill
- Stop Manuherikia river turning brown after downpour
- Charge for water to stop greening of town
- Protection of heritage buildings and trails
- Don't charge for water
- Keep doing the same
- Control litter
- We don't have control over fixed landscape
- Build wind farm
- Stop all farming (including intensive), vineyards and orchards
- Prioritise building new roads
- Nationalise the landscape

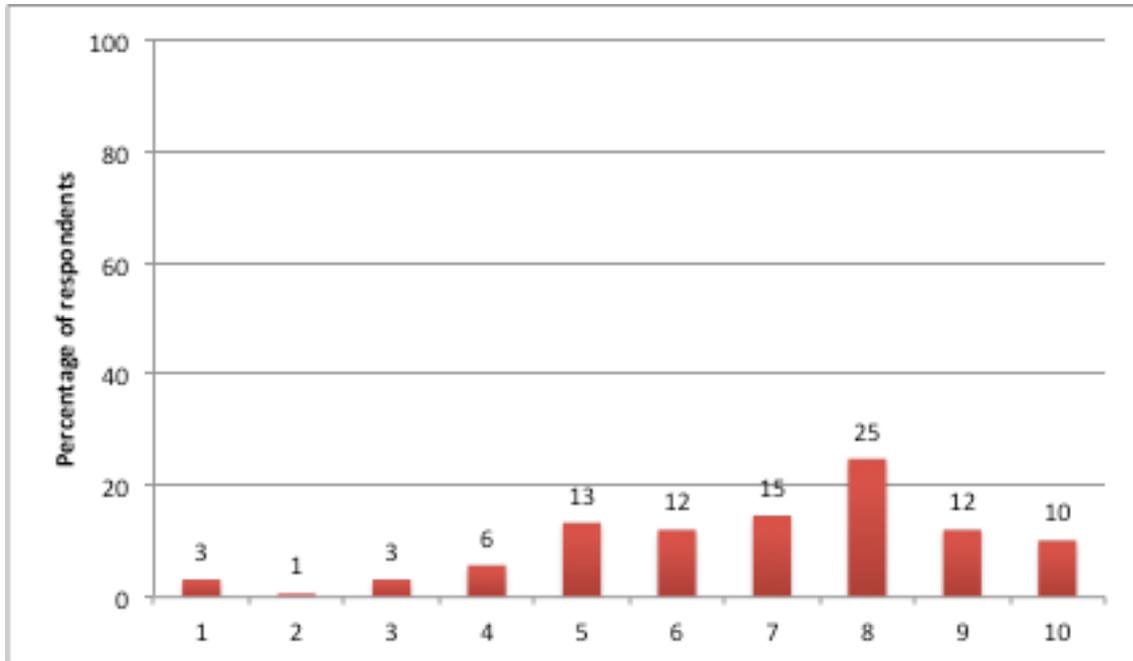
- Continue work of Keep Alexandra Beautiful
- Always keep landscape in mind
- Encourage recreation use other than motorcycle
- No mining
- More rest areas
- Provide greater access
- Promote our landscape
- Focus on one project at a time

### **Summary**

In summary, over half of the respondents to this question believe that the most obvious way of maintaining an excellent landscape is to remove the wilding pines. Placing control on visual effects (subdivision and housing developments) was the second most obvious way of maintaining our distinctive landscape.

## Our Climate

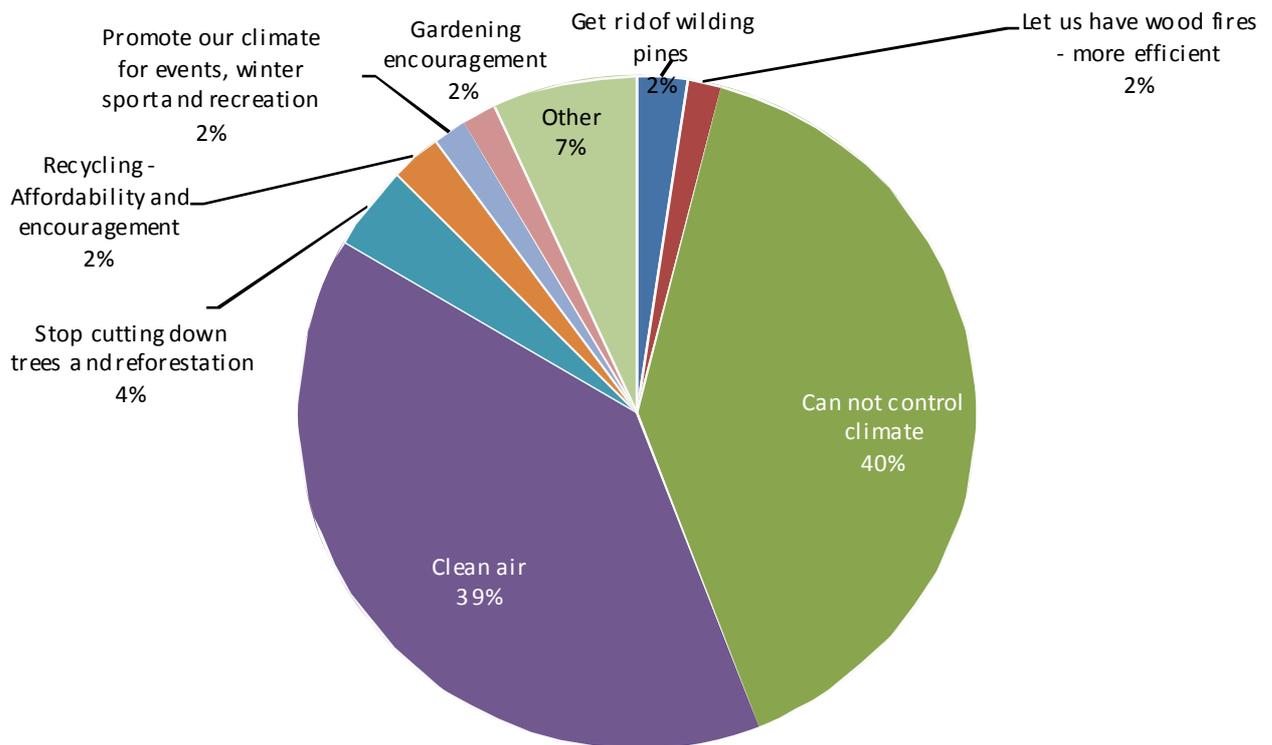
How you would rate our community's performance in maintaining our climate?



Of the 157 respondents who answered this question, 87% indicated that the community's performance in maintaining our climate ranged from good to excellent.

On average, the community rated their performance as a 7 out of 10.

## To achieve a ten in maintaining our climate, what do we need to do?



Of the 123 respondents who answered this question, 40% have said that they do not believe that the climate can be controlled so that the community is able to maintain it. 39% indicated that to maintain our climate, the control of clean air is needed. Comments included getting rid of old fires (both coal and wood), encouraging warmer insulation, supporting alternative heating, rates rewards on clean air, encouraging use of solar power for heating and hot water, car pooling, fuel efficiency, biking and walking and continuing with the smoke free zone.

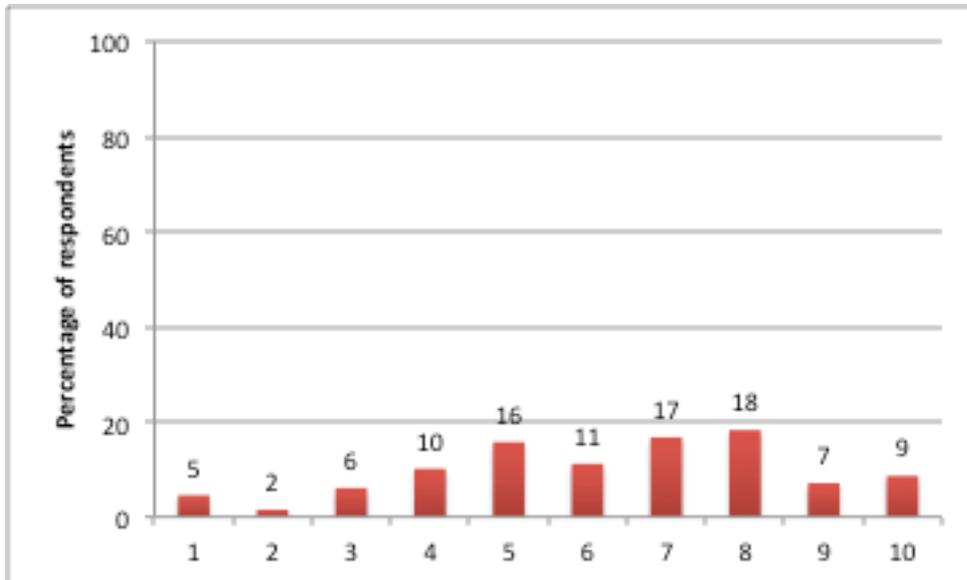
The 7% that makes up the category 'other' in the graph was made up of 1% issues. These included water affordability, clean up rivers, incentives in the district plan to minimise activities related to global warming, monitor irrigation growth, cheaper power, allow wind farms and do not allow dams.

### Summary

In summary, most people who answered this question on climate indicated that the maintenance of the climate was very good. The general view is mainly split into two areas. One is that the climate could not be controlled therefore unable to be maintained by the community and the other is that the climate could be controlled through addressing certain actions in regards to clean air.

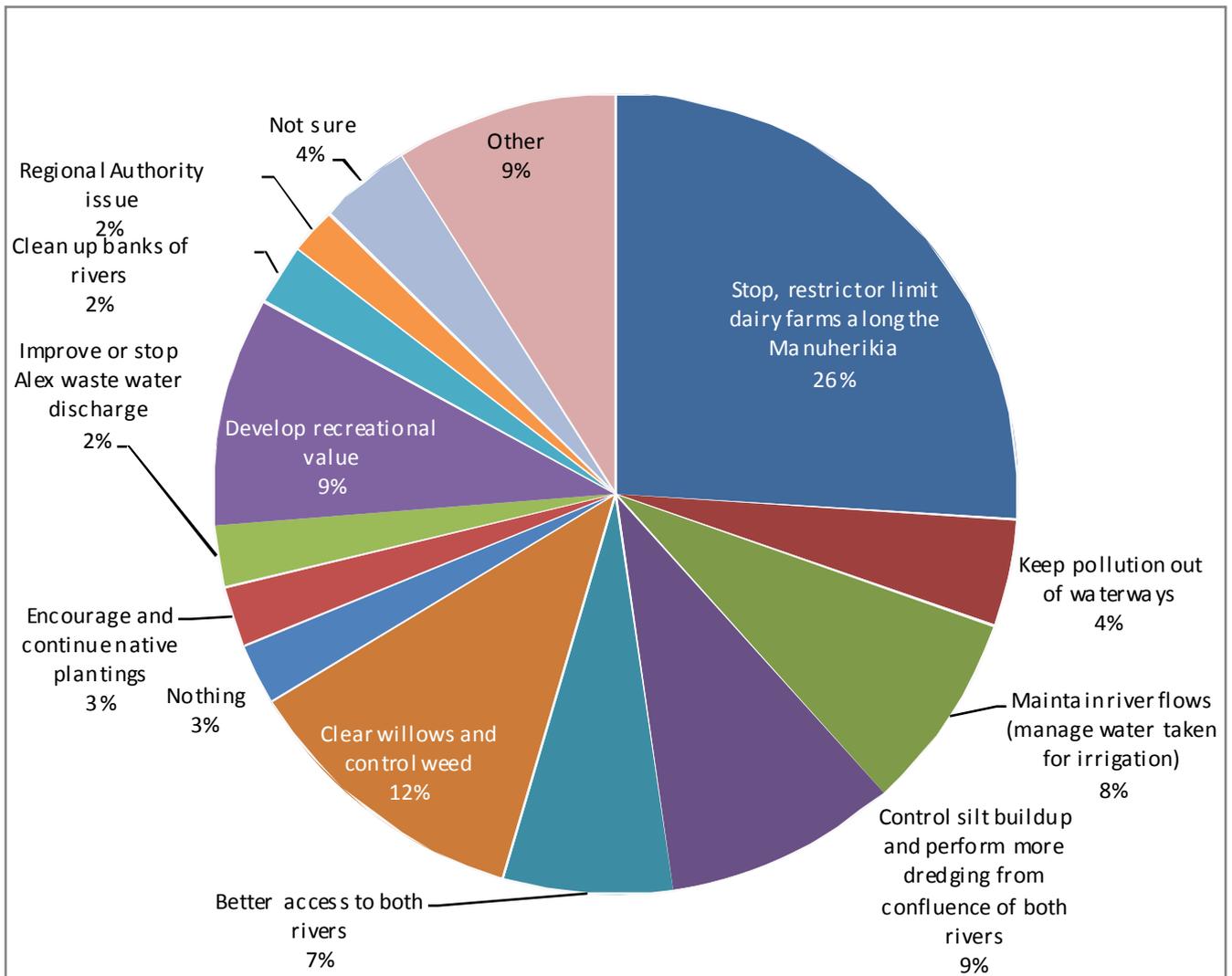
## The Clutha and Manuherikia Rivers

How would you rate our community's performance in maintaining the Clutha and Manuherikia Rivers?



Of the 197 respondents who answered this question, 77% agreed that our community's performance in maintaining the Clutha and Manuherikia rivers was good to excellent. 23% indicated that our performance in this area is poor to fair. On average the community rated their performance in this activity as good (6 out of 10).

**To achieve a ten in maintaining the Clutha and Manuherikia Rivers, what do we need to do?**



Of the 130 respondents to this question, 26% indicated that dairy farming was the main concern in regards to maintaining the Clutha and Manuherikia rivers. The main comments centred around both controlling stock on river beds and controlling run-off from the farms.

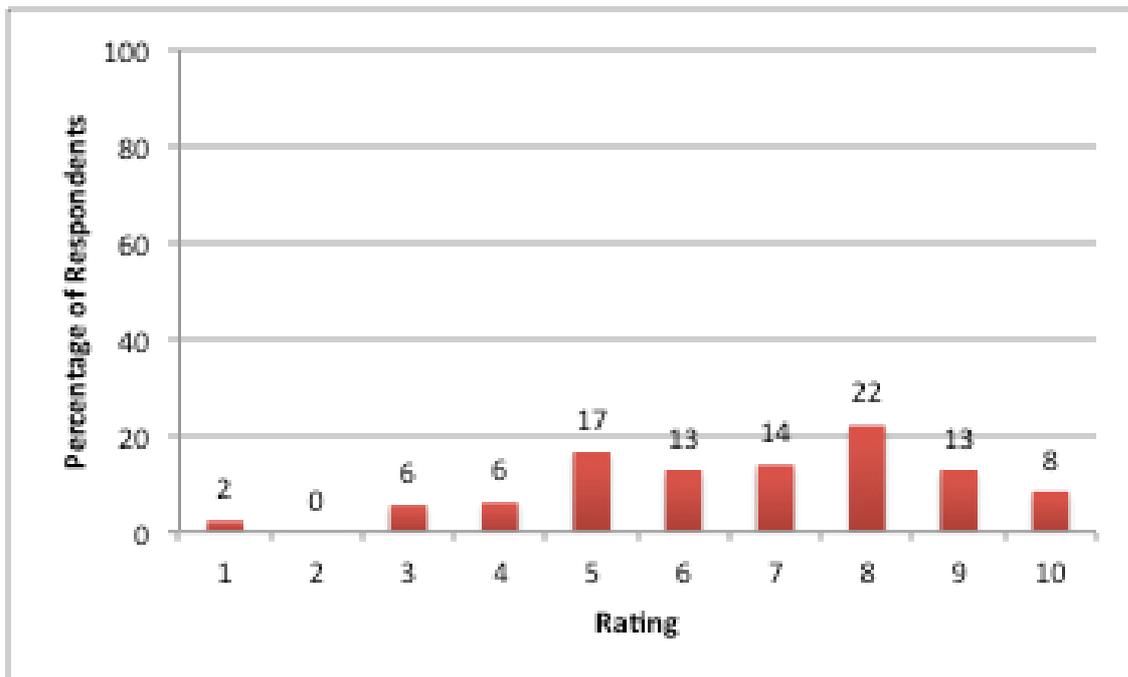
Other actions that were suggested were controlling weeds and removing willows, controlling silt build up and undertake more dredging, maintain river flows and develop recreational value (which included suggestions such as more picnic spots, develop cycle and walking trails, free fishing, jetty and boat ramp development, more gardens). Better access to the rivers was also mentioned.

The category 'other' is made up of issues that each represented 1%. The issues included the following: Up to energy companies to maintain, Lobby Central Government for share of Contacts profits, stop vehicles ripping up riverbeds, monitor water quality, stopping housing on iconic views, dismantle Clyde and Roxburgh Dams, require storage for water harvest at peak flows, monitor and control nutrient status of ground and river water, encourage hydro electricity and no more hydro dams.

## **Summary**

In summary, over  $\frac{3}{4}$  of respondents indicated that the maintenance of the Clutha and Manuherikia rivers is currently good to excellent. The main concern that respondents had was the activity of dairy farming along the rivers which, in turn, leads to the pollution of water ways. Controlling weeds and silt build up, the removal of willows and the development of recreational areas around the river were also seen as main actions that could be taken to achieve excellence in maintaining the rivers.

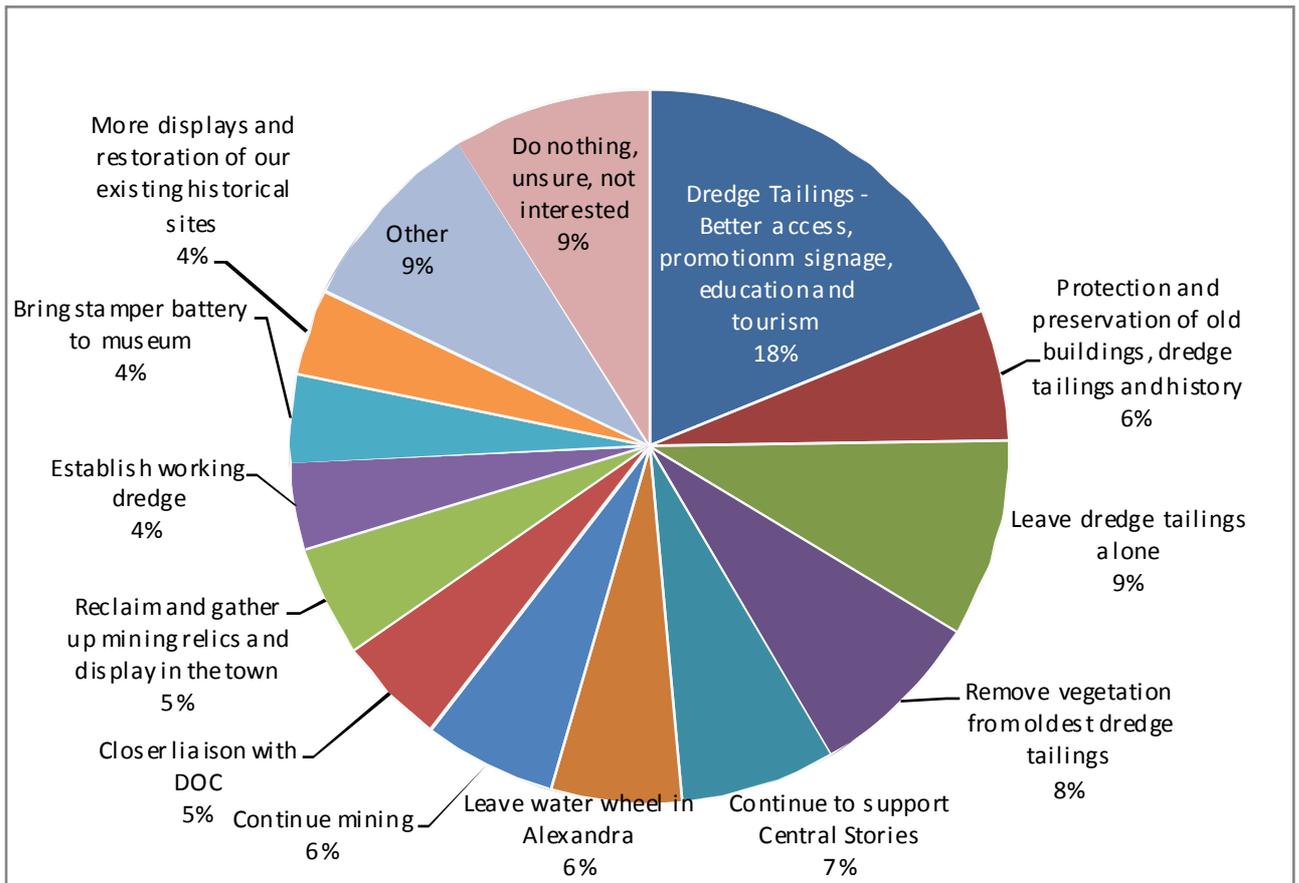
**How you would rate our community's performance in maintaining our goldfield and dredging history including the dredge tailings?**



Of the 181 respondents who rated the community's performance in maintaining our goldfield and dredging history including the dredge tailings, 86% indicated that the community was doing a good to excellent job.

On average the community rated their performance in maintain the goldfield and dredging history as a 7 out of 10.

**To achieve a ten in maintaining our goldfield and dredging history, what do we need to do?**



As can be seen from the above graph, 18% of respondents indicated that to achieve a ten in maintaining our goldfields and dredging history, there needs to be better access, promotion, signage, education and tourism in regards to our dredge tailings. Other activities that will assist in maintaining the goldfields and dredging history included establishing a working dredge to generate jobs and tourism, continue mining, reclaim and gather up old mining relics that can be displayed in the town and also restoring our historical sites. The proposal of the small mining village from Rory McClelland was mentioned as well as restoring the old Clutha Bridge and creating a more visual history in Alexandra (e.g. stone frontages on all of our buildings). 7% of respondents agreed with the continued support of Central Stories and 6% wanted the Water Wheel to stay where it is currently.

On the other hand, 9% of respondents suggested that the dredge tailings should be left alone and a further 9% indicated that they were either unsure or were not interested maintaining the goldfields and dredging history of Alexandra.

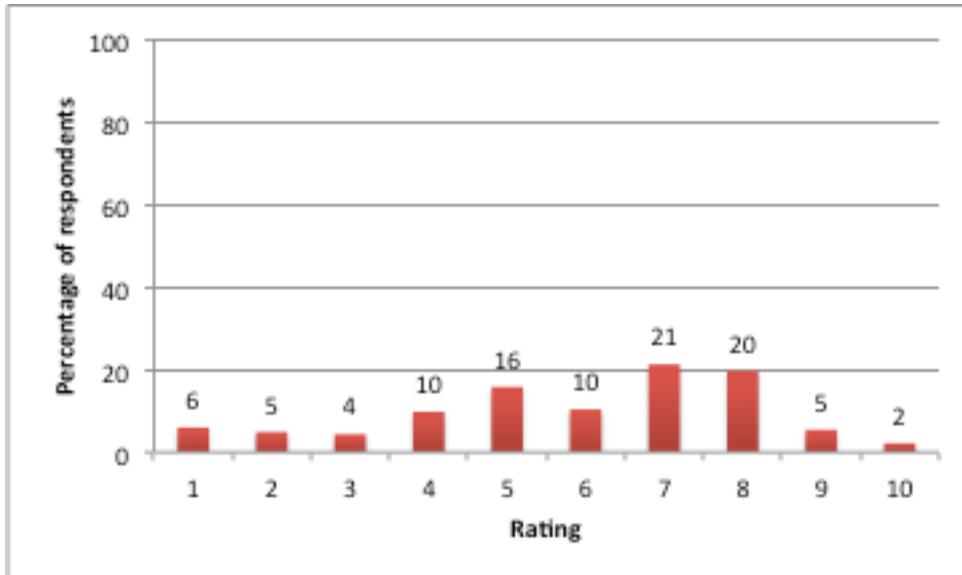
### Summary

On average, respondents who answered this question indicated that the community is doing a very good job in maintaining our goldfields and dredging history. The main comments that related to achieving excellence in this activity were centred around the promotion, protection, preservation, education and better access of our dredge tailings. Restoration of old sites and creating a more visual display in Alexandra of its goldmining history was also mooted.



## Our Buildings and Relics from the Past

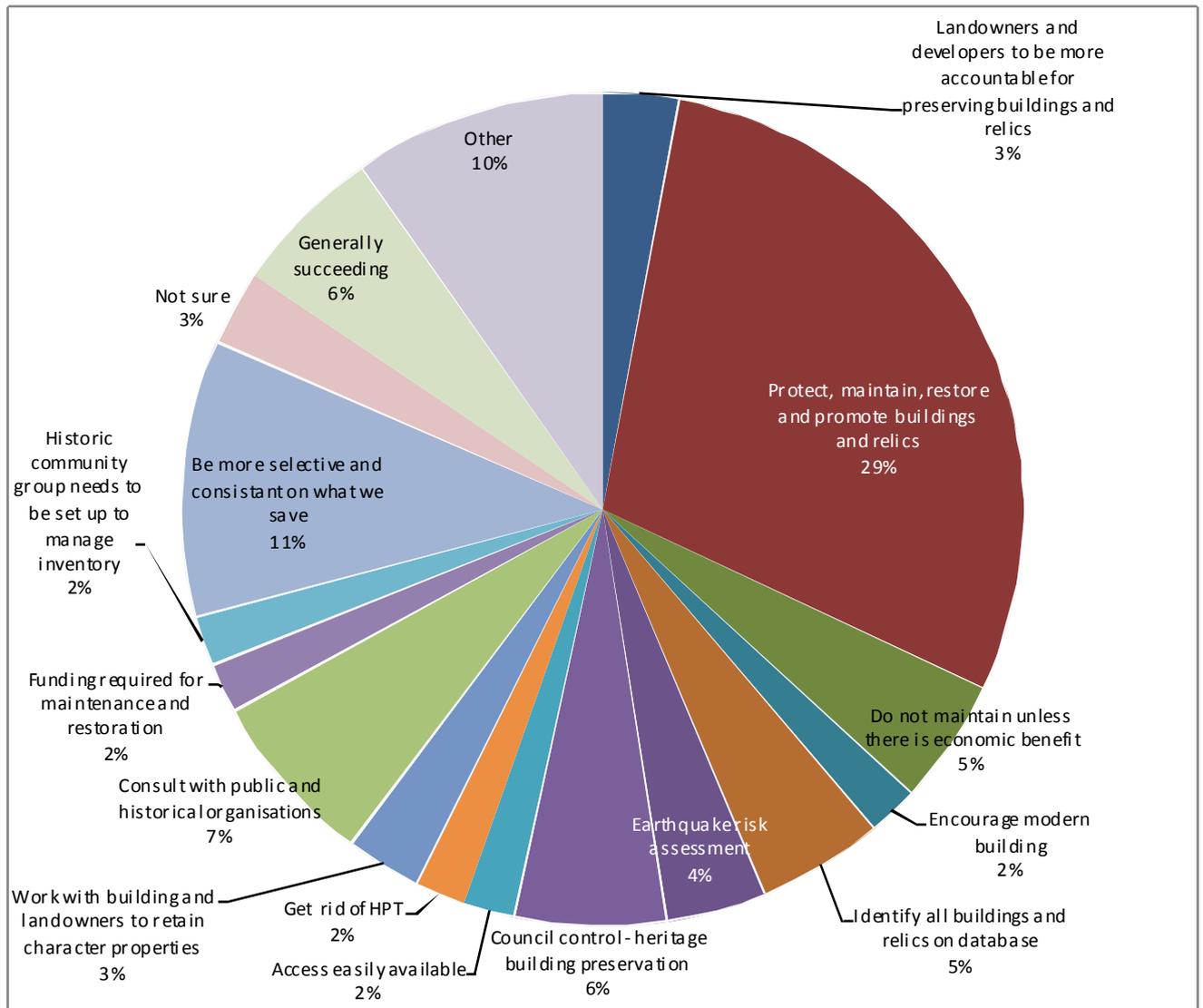
How you would rate our community's performance in maintaining our buildings and relics from the past?



Of the 183 respondents, 41% indicated that the community's performance in maintaining the buildings and relics from the past is very good. 26% said it was good and 7% said it was excellent. 24% of respondents said the community's performance in this area is poor to fair.

On average the community rated their performance in this activity as 6 out of 10.

**To achieve a ten in maintaining our buildings and relics from the past, what do we need to do?**



To achieve a ten in maintaining our buildings and relics from the past, 29% of respondents have suggested that we protect, maintain, restore and promote our buildings and relics. Some comments included promoting awareness of what we have and educating the public. Creating historic areas such as Old Cromwell Town was also suggested. Being more selective and consistent on what we save was also suggested by 11% of respondents. These respondents cited that we are not able to maintain and restore everything so should only endeavour to save the significant relics and buildings. Ensuring that we are consistent when doing this was also suggested. Other suggestions and observations include: identifying all buildings and relics on a database, consult with the public and historical organisations before anything is demolished, take into account earthquake standards after the Christchurch earthquake and work with building and landowners to retain character properties.

The 'other' category is made up of issues that represent 1% respectively. These include keeping the Historic Places Trust, regularly updating the schedule in District Plan, develop and enforce a heritage strategy to protect what is left, provide support for historical projects, plan long term - learn from Christchurch, educate the public, make consent process easy, do nothing, less heritage society control on requirements on owners to do repairs and set up our buildings and relics for tourism.

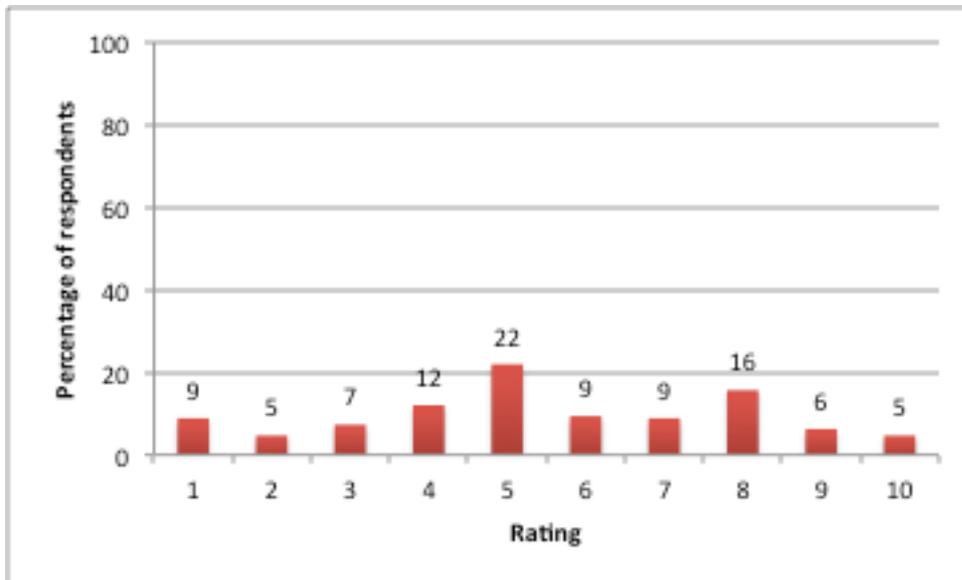
### **Summary**

On average the community rated their performance in maintaining our buildings and relics from the past as a 6 out of 10.

Over a quarter of respondents suggested that protecting, promoting, maintaining and restoring our buildings and relics are activities that need to be addressed in order to maintain our old buildings and relics from the past. These activities need to be balanced with identifying what is significant and what is not, whether or not there is enough funding for maintenance and restoration, landowner cooperation and complying with regulations.

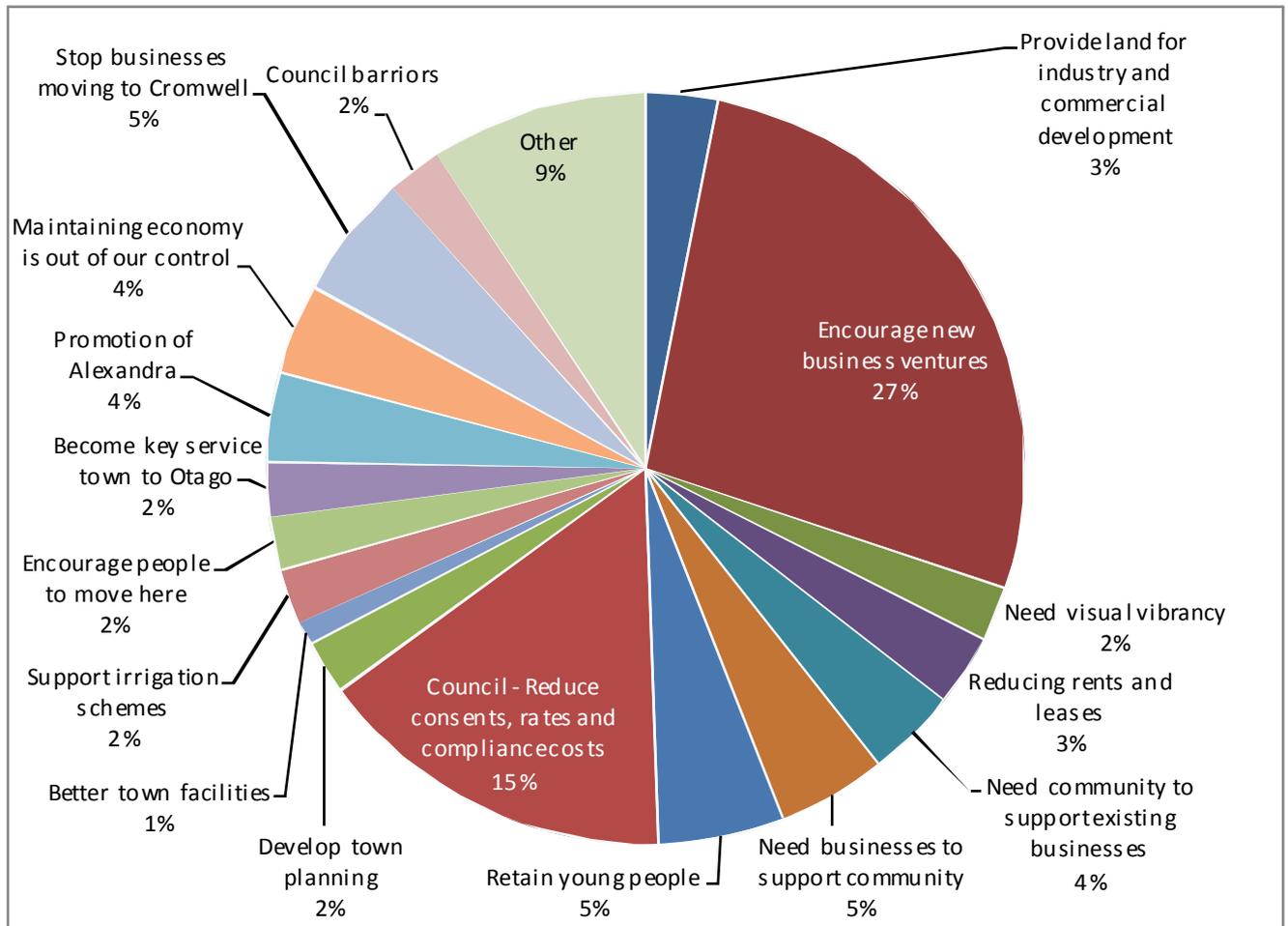
## A Vibrant Economy

How you would rate our community's performance in maintaining a vibrant economy?



31% of respondents rated the community's performance in maintaining a vibrant economy as good. 24% rated the community's performance as very good. 33% of the survey respondents rated the community's performance in maintaining a vibrant economy a poor to fair. On average respondents rated the community's performance in this activity as a 5 (good).

## To achieve a ten in maintaining a vibrant economy, what do we need to do?



Of the 134 respondents to this question, 27% have indicated that the community needs to encourage new business ventures (e.g. another supermarket) to Alexandra. 15% of respondents have suggested that Council needs to reduce rates, the number of consents needed and compliance costs for business developments. It was also suggested that a reciprocal relationship between businesses and the community is needed. Support from the community of businesses (shop locally) and support from the businesses of the community (keep prices down and shelves restocked).

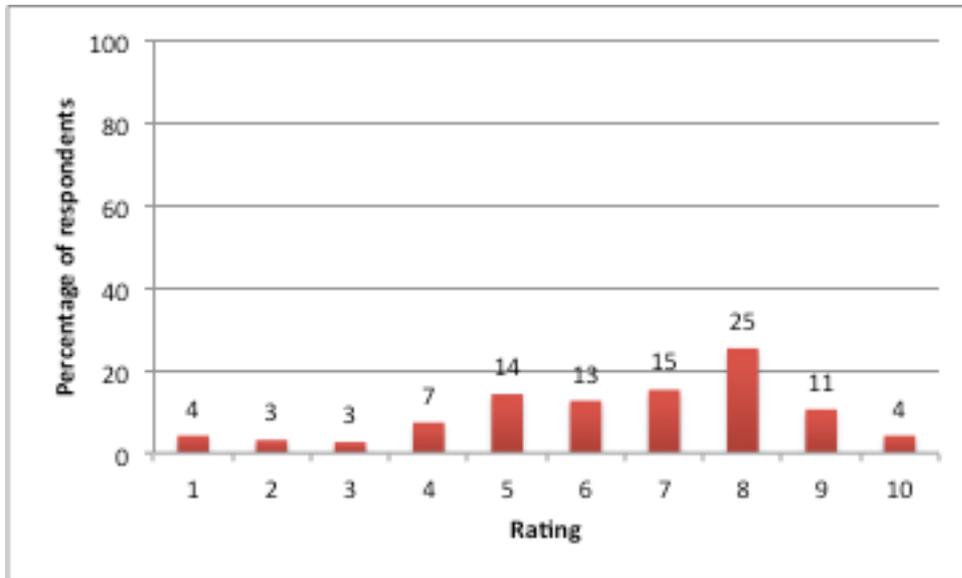
The category 'other' is made up of issues each representing 1%. These issues include being inclusive of people with disabilities or on the benefit, more dredge tailings, ultra fast broadband, stop freedom campers, do nothing, strike gold, encourage sustainable agriculture, encourage merging of existing business groups, provide zoning, listen to locals and keep up the good work.

## **Summary**

The community have rated the community's performance in maintaining a vibrant economy as good (rating of 5 out of 10). Encouraging new business ventures and reducing council compliance and costs were the main issues that need to be addressed.

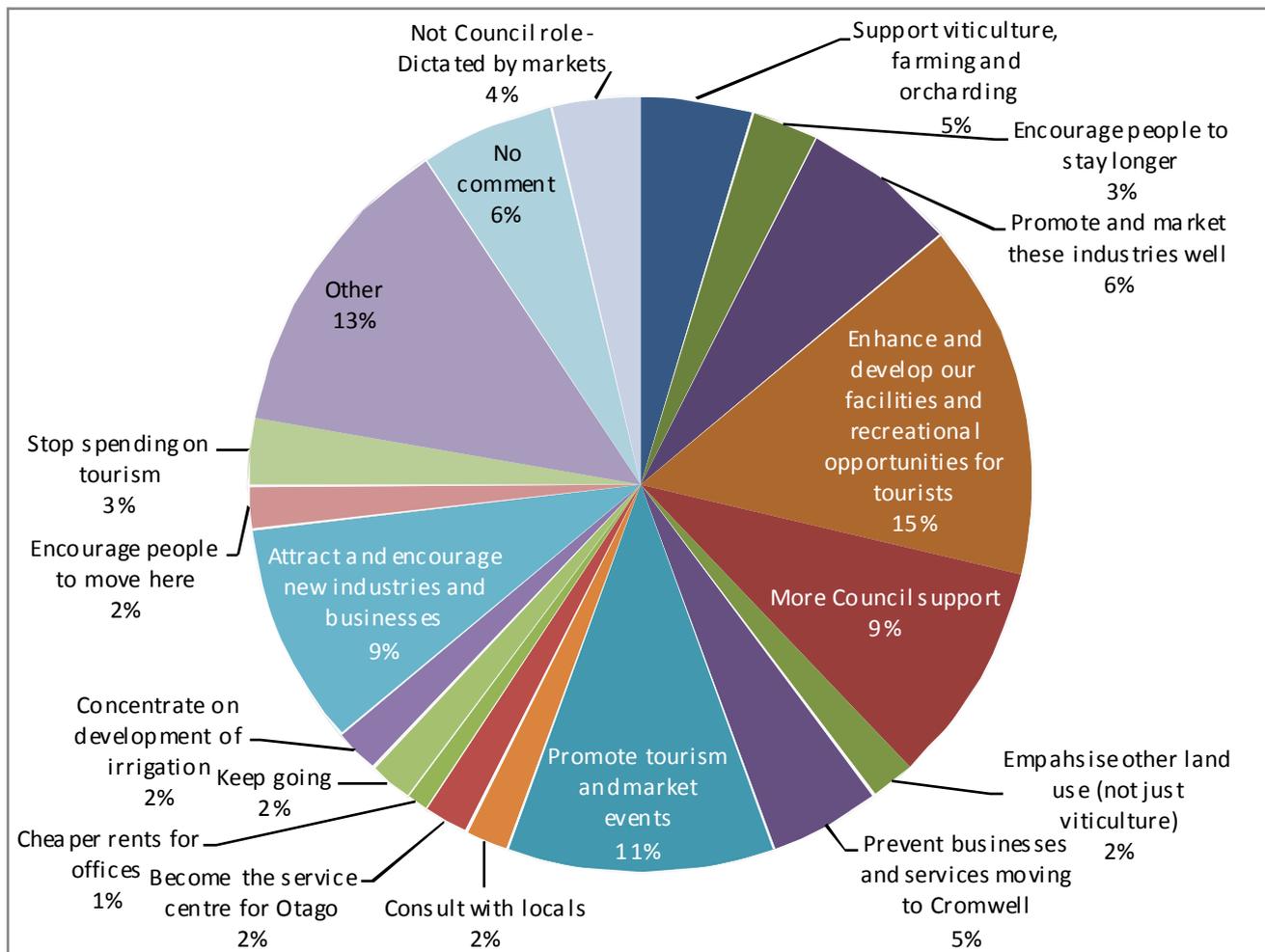
## Being a Service Centre for Orcharding and Farming with Increasing Emphasis on Viticulture and Tourism

How you would rate our community's performance in maintaining being a service centre for orcharding and farming with increasing emphasis on viticulture and tourism?



Of the 189 respondents to this question, 40% have indicated that the community's performance in maintaining being a service centre for orcharding and farming is very good. 27% have indicated it as good and 15% as excellent. 17% have indicated that the community's performance in this area is poor to fair. On average the community rated their performance in this activity as good (6 out of 10).

**To achieve a ten in maintaining being a service centre for orcharding and farming with increasing emphasis on viticulture and tourism, what do we need to do?**



Of the 108 respondents to this question, 15% suggested that to maintain being a service centre for orcharding and farming, Alexandra needs to enhance and develop its facilities and recreational opportunities for tourists. Some comments included that there needs to be more emphasis on cycle trails, the development of Art and Heritage trails, more car parking, 5 star accommodation, golf tournaments, promotion of Alexandras ice rink, ultra fast broadband and the wineries need to stay open longer than they currently do. 11% of the respondents commented that Alexandra needs to promote tourism and market current and new events and 9% indicated new businesses and industries need to be encourage into the area. 9% of respondents also indicated that Council needs to support the encouragement of new businesses and industries into the area more in cutting costs of compliance and numbers of consents needed for new businesses.

The 'other' category is made up of issues that each represent 1% of comments to this question. These issues include: Develop the Central Otago website, encourage sustainable agriculture, support agriculture and viticulture, stop businesses from closing, Orchardists provide better accommodation for workers, identify and protect what makes Alexandra

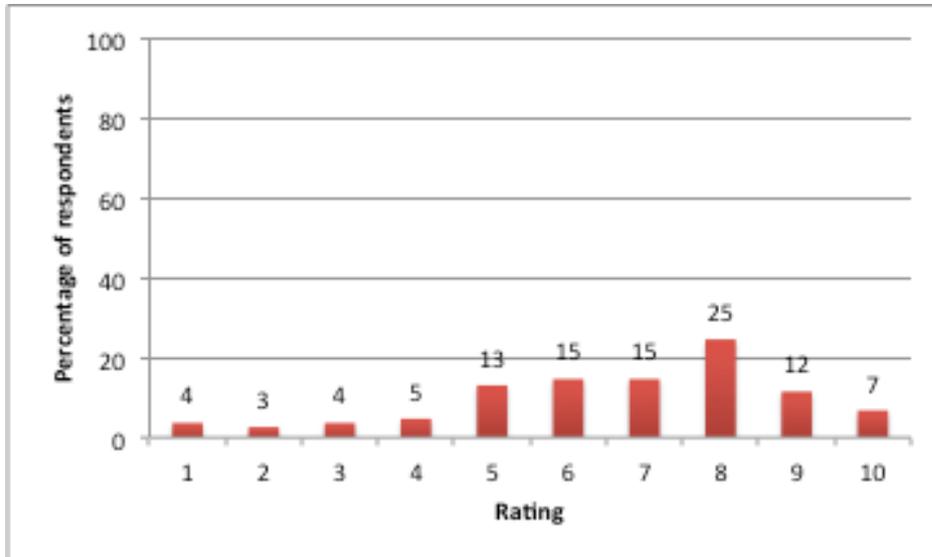
special, retain youth and encourage them to study here, encourage locals to support local economy, balance tourism with quiet relaxed town, businesses should promote tourism, free up jobs for Nzders, assist Vanuatu workers to meet and mix with locals and provide training for customer service.

### **Summary**

On average the community rated their performance in maintaining being the service centre for orcharding and farming with an emphasis on viticulture and tourism as good (6 out of 10). The main actions suggested to achieve excellence in this area centered around the promotion of tourism and enhancing and developing new tourism opportunities and facilities for tourists. Also more support from Council in cutting down compliance costs and numbers of consents needed was seen as one of the main actions to be addressed.

## Our Vibrant, Positive and Inclusive Community Spirit

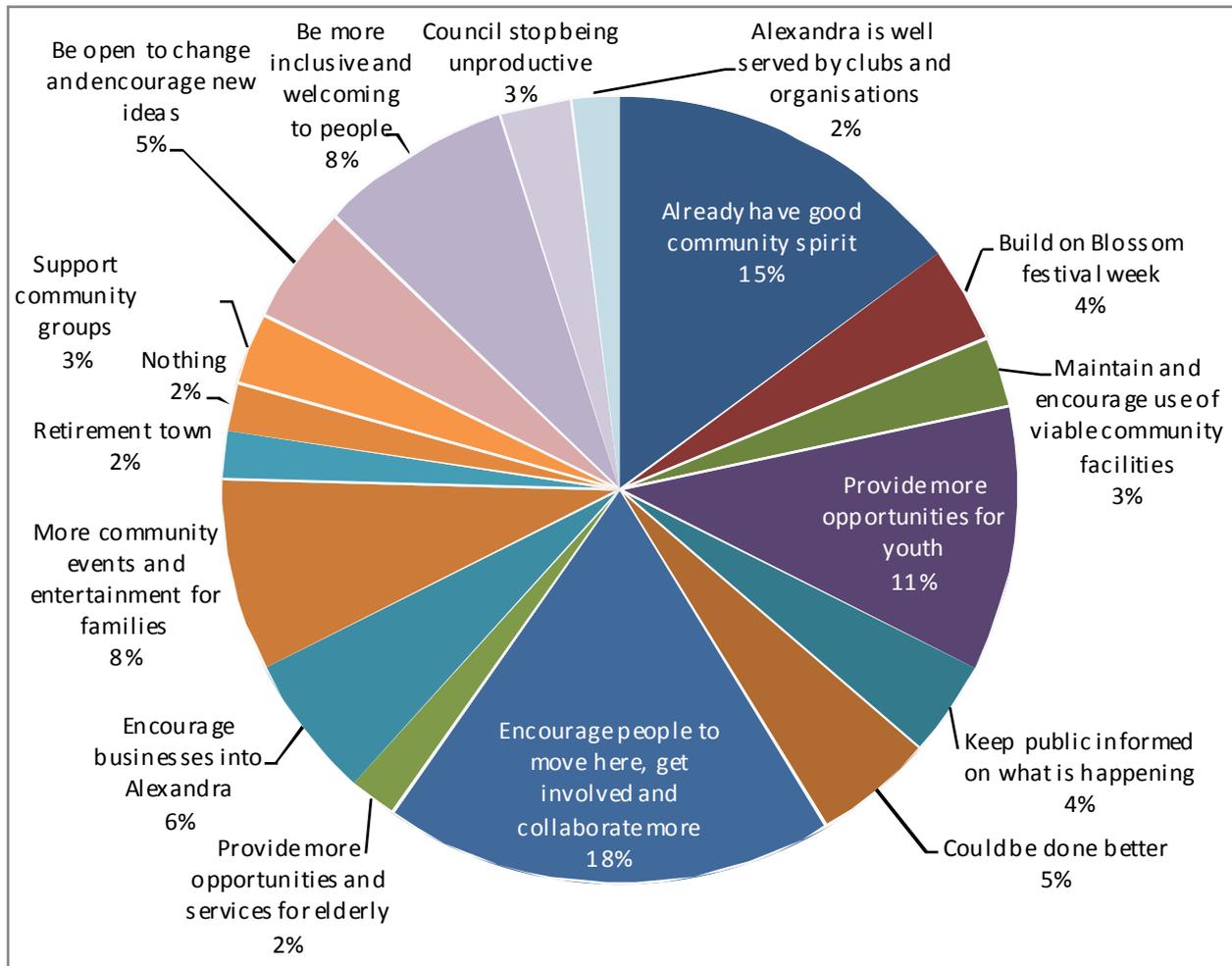
How you would rate our community's performance in maintaining our vibrant, positive and inclusive community spirit?



Of the 189 respondents who answered this question, 28% rated the community's performance in maintaining our vibrant, positive and inclusive community spirit as good, 40% as very good and 19% as excellent. 16% of respondents rated the community's performance in this area as poor to fair.

On average, the community rated their performance in this activity as a 7 out of 10.

**To achieve a ten in maintaining our vibrant, positive and inclusive community spirit, what do we need to do?**



Of the 110 respondents to this question, 15% believe that Alexandra already has a good community spirit. To achieve excellence in this area, 15% have indicated that more people need to be encouraged to move to Alexandra, get involved and collaborate more with each other. To assist with getting people involved, 8% of respondents suggested that Alexandra needs to be more inclusive (e.g. enable full time workers to become involved) and welcoming to people and 5% have indicated that Alexandra needs to be open to change and new ideas. 11% of respondents believe that the community needs to provide more recreational and employment opportunities for the youth and 8% agree that there needs to be more community events and entertainment for families. Suggestions include harvest festivals, fruit festivals, movie theatre supported by community, Waitangi day celebrated locally and picnic in the park.

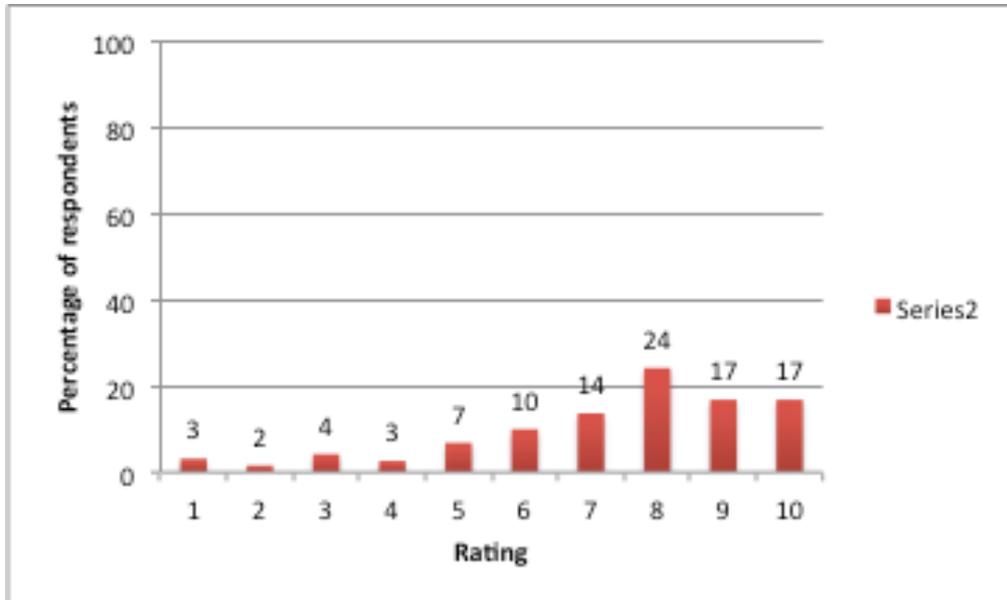
**Summary**

The respondents of this question rated the community's performance in maintaining our vibrant, positive and inclusive community spirit as a 7 out of 10. To achieve excellence in this area, suggestions on encouraging involvement of young, old and new people were put

forward. Providing opportunities for our youth and holding more community events and providing entertainment for young families were suggestions that would also help to achieve a better community spirit.

## Our Peace and Quiet where a Relaxed Lifestyle can be Enjoyed

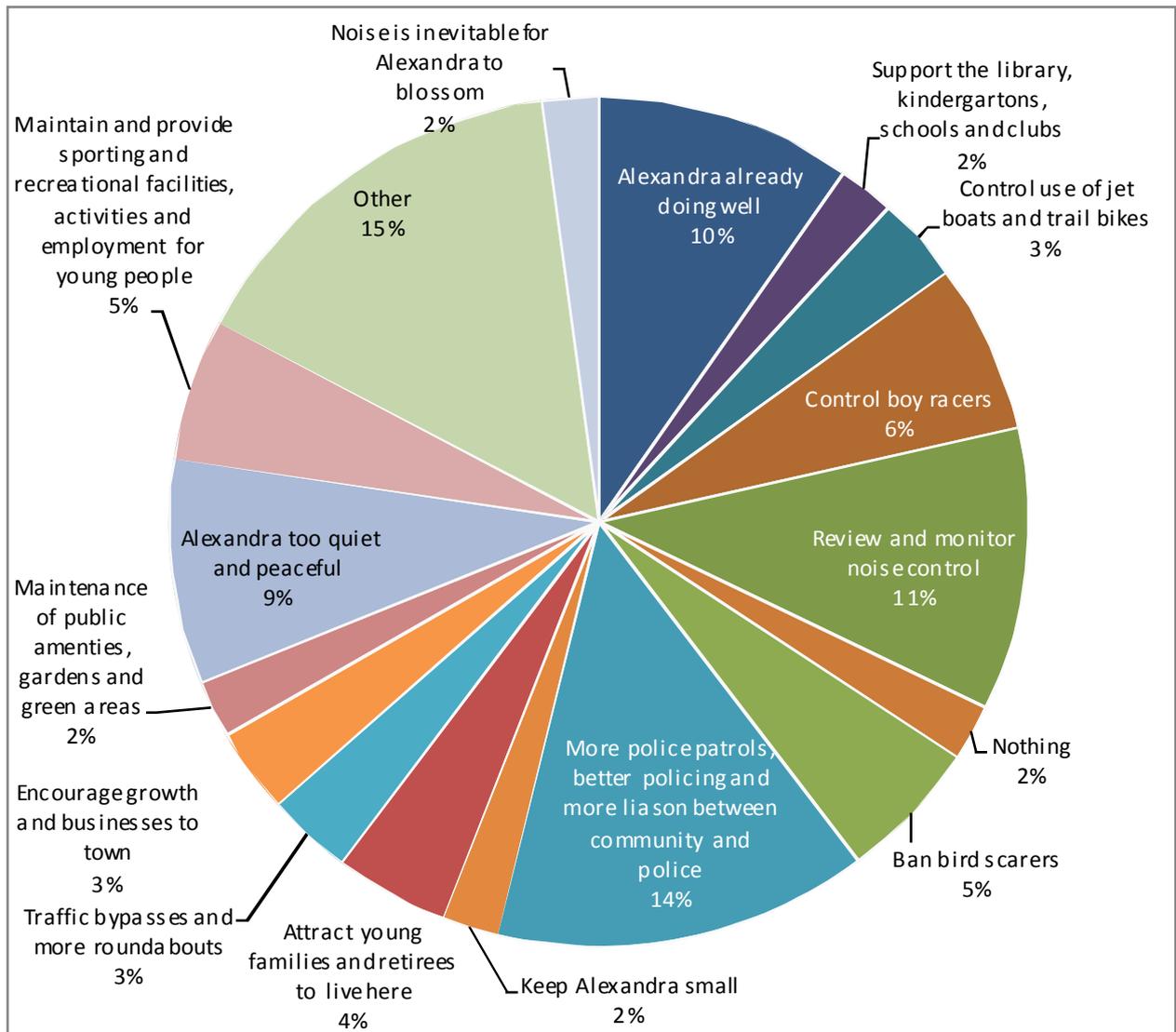
How you would rate our community's performance in maintaining our peace and quiet where a relaxed lifestyle can be enjoyed?



The above graph shows that 72% of respondents (of which there were 190), believed that the community's performance in maintaining our peace and quiet where a relaxed lifestyle can be enjoyed is very good to excellent. 17% indicated that the community's performance is good and 12% poor to fair.

On average the community rated their performance in this activity as a 7 out of 10.

**To achieve a ten in maintaining our peace and quiet where a relaxed lifestyle can be enjoyed, what do we need to do?**



Of the 94 comments for this question, 14% indicated that there needs to be better policing, more police patrols (especially at night time and in the weekends) and more liaison between community and the police. 11% of respondents indicated that noise control needs to be enforced. 5% of respondents suggested that bird scarers be banned. 9% of respondents believe that Alexandra is too quiet and peaceful now which does not help provide for a vibrant town and economy.

The 'other' category is made up of issues each representing 1% of the comments raised in relation to maintaining peace and quiet where a relaxed lifestyle can be enjoyed. These issues include the following: rates are too expensive, heavy and light industry should be concentrated in one area, more festivals, maintain liquor ban in town, community take pride and care, more street lighting, maintenance of country roading, relocate hotel development away from residential area, create trail of leisure pursuits, lifestyle is healthy not relaxed, can not be controlled by community, enhance area where motor homes park is, support

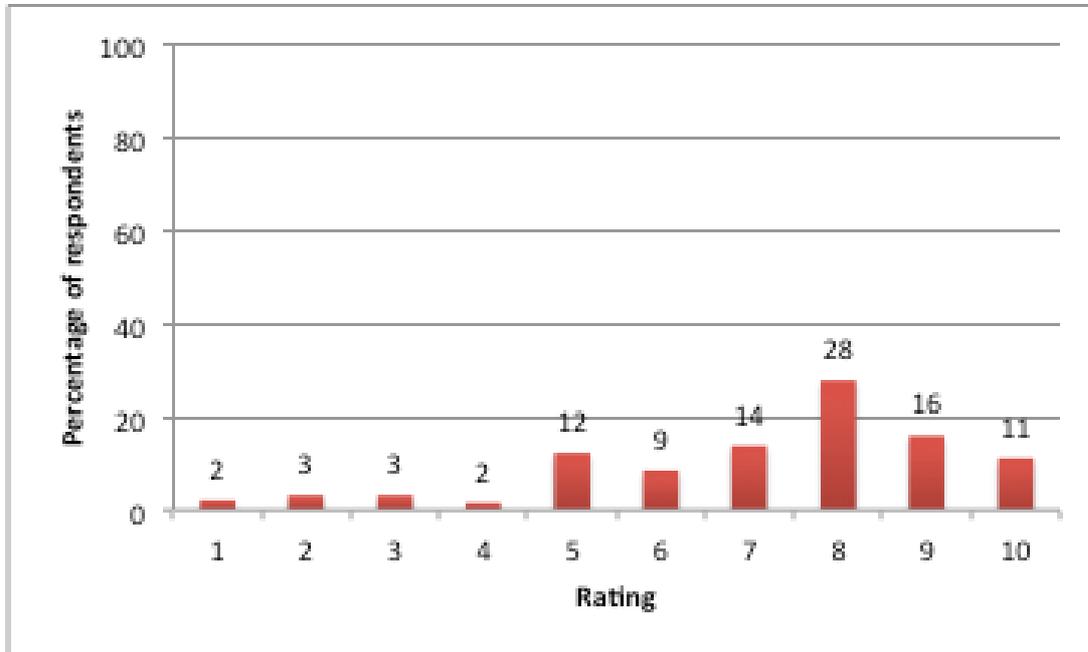
creation/purchase of rare public land/reserves/cycle trails, educate and teach respect in regards to right times for mowers etc and high costs to provide services.

**Summary**

On average the respondents of this question believe that the community's performance in maintaining our peace and quiet where a relaxed lifestyle can be enjoyed is very good (7 out of 10). The main actions that people can see as assisting the community's performance in this area to becoming excellent are monitoring noise control, providing opportunities for youth (activities, recreational and sporting facilities and employment) and better policing in the area at night and in the weekends.

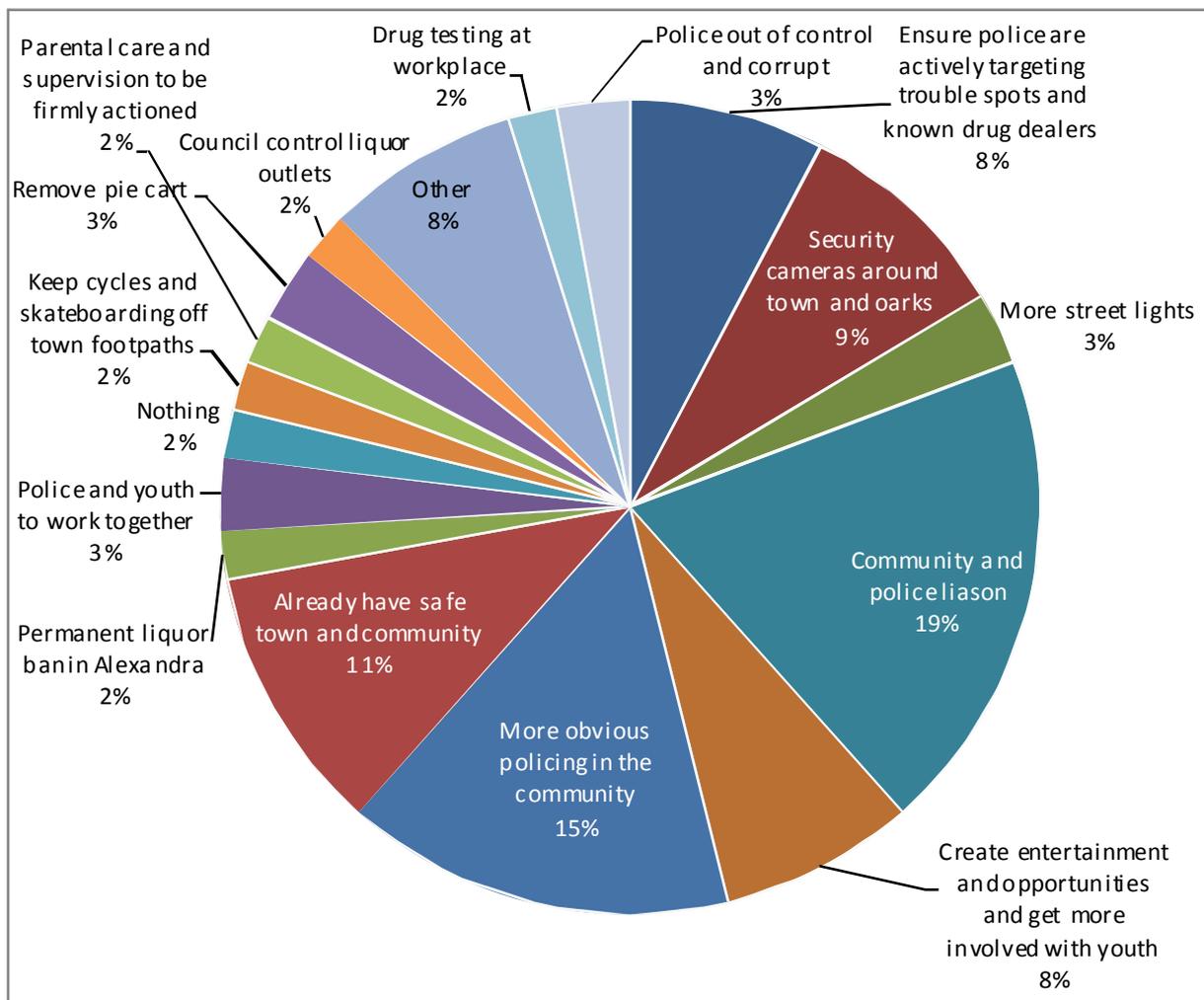
## Our Safe Community

How you would rate our community's performance in maintaining our safe community?



Of the 187 respondents to this question, 68% indicated that the community's performance in maintaining a safe community was very good to excellent. 21% believe it is good and 10% believe that the community's performance is poor to fair. On average the community rated their performance in this activity as very good (7 out of 10).

## To achieve a ten in maintaining our safe community, what do we need to do?



To achieve a ten in maintaining our safe community, 19% of the respondents indicated that there needs to be more support of the police from the community and collaboration between each other. Comment included setting up neighbourhood watch, community patrols and increasing police numbers. 15% of respondents suggested that there needs to be more obvious policing in the community, especially at nights, weekends and at events.

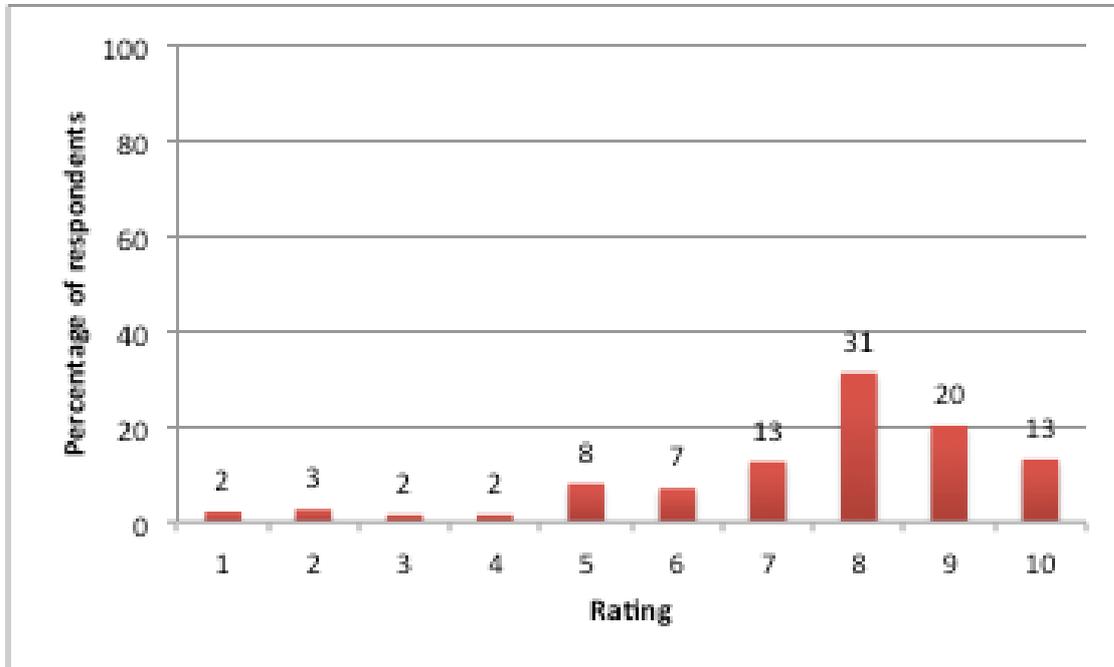
Installing security cameras was suggested by 9% of the respondents and creating entertainment and other opportunities for youth was also seen as another action.

### Summary

The respondents to this question have indicated that the community's performance in maintaining a safe community is very good (7 out of 10). The main actions that were suggested to maintain an excellent standard largely revolved around policing. Some of the comments that related to this issue were community and police liaison, neighbourhood watch, community patrols, increasing police numbers, better policing and more visible policing. Providing entertainment and activities for the youth was also seen as a main action. Comments regarding installing security cameras and more street lighting were also made.

## Our Recreational Opportunities in the Area

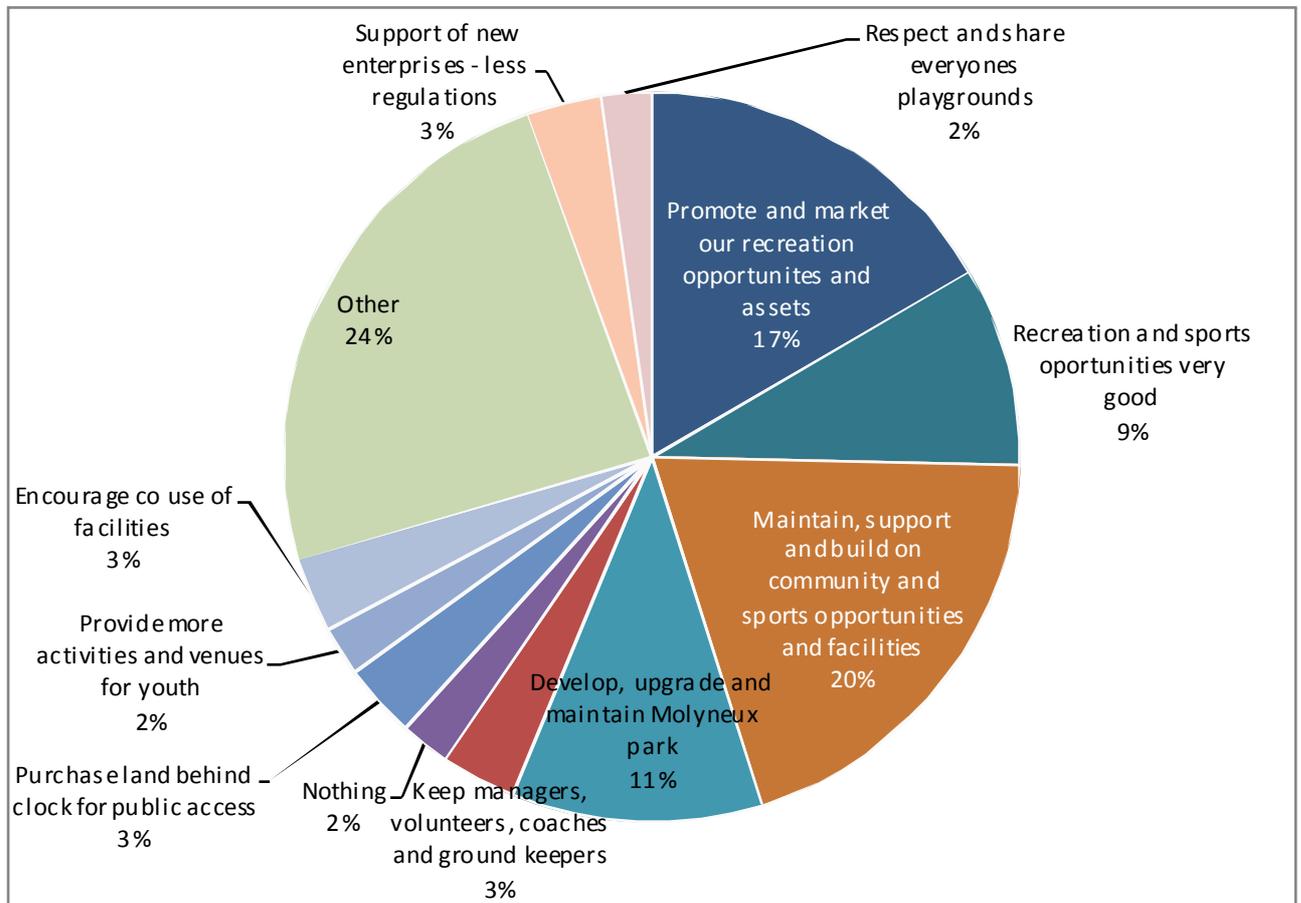
How you would rate our community's performance in maintaining our recreational opportunities in the area?



Of the 189 respondents who answered this question, 77% have indicated that the community's performance in maintaining recreational opportunities in the area is very good to excellent.

On average the community rated their performance in this activity as an 8 out of 10.

**To achieve a ten in maintaining our recreational opportunities in the area, what do we need to do?**



Of the 91 respondents to this question, 20% suggested that the community needs to maintain, support and build on community and sports opportunities and facilities. 17% indicated that Alexandra also needs to promote and market sporting and recreational opportunities that are in the area. The development and upgrade of Molyneux Park was also suggested by 11% of the respondents.

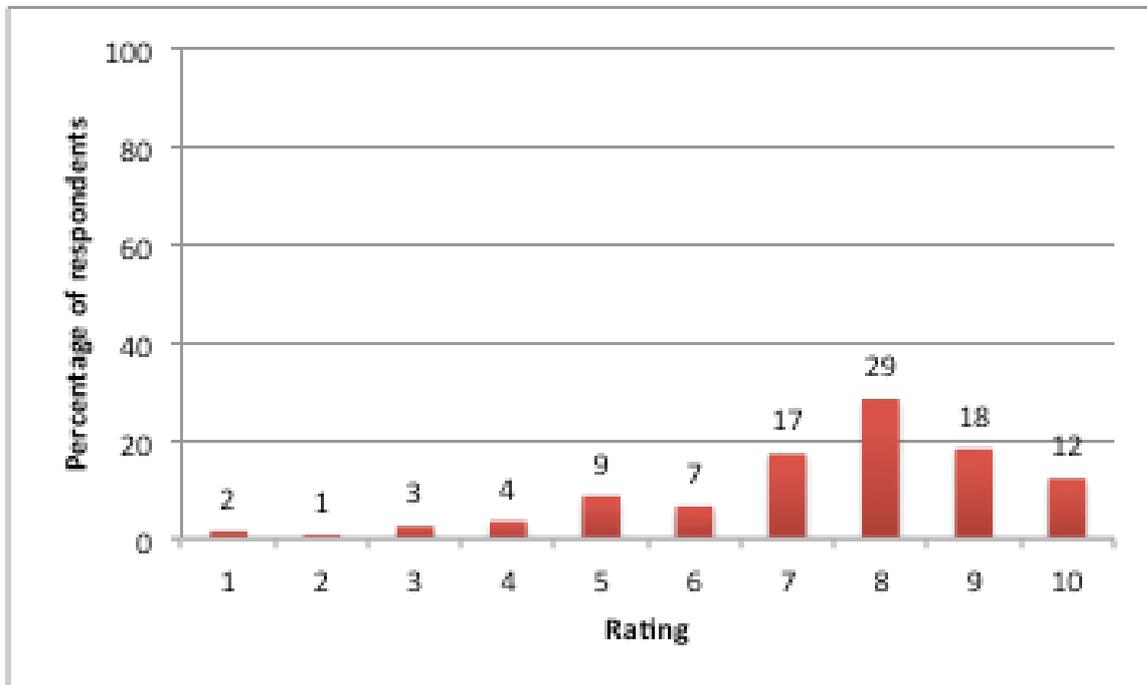
The 'other' category is made up of comments that each represented 1% of what was suggested. These include: support Clyde to Roxburgh walkways, control rubbish being dumped, control dirt parks, weed control, increase fish stocks, more initiative shown in recreational areas, stop wasting money on cycleways, user pays should apply, encourage all sporting and leisure activities, provide pool access to school children on daily basis, more parks and trees, new community sport centre, make it easier for sports grounds to be maintained, need young vibrant people, encourage users to assist with maintenance, tidy up Lakes and rivers, Council get involved with calvalcade, more sports fields, use Centennial park as cricket green, ensure bike access on private land, work with tour operators, and rivers could have more recreation opportunities.

## **Summary**

Respondents indicated that the community's performance in maintaining our recreational opportunities in Alexandra is very good (8 out of 10). Some actions that were suggested to maintain excellence were promoting and marketing our recreational assets as well as maintaining, building on and supporting sports opportunities and facilities (e.g. Pool could do with an upgrade, develop new hockey turf, develop cycle trails, better parking for soccer, roof on ice skating rink, develop a bike and skate park). Developing and maintaining the Molyneux Park was also a main theme that came through.

## Our Opportunity to be a Hub for Walkways in the Area

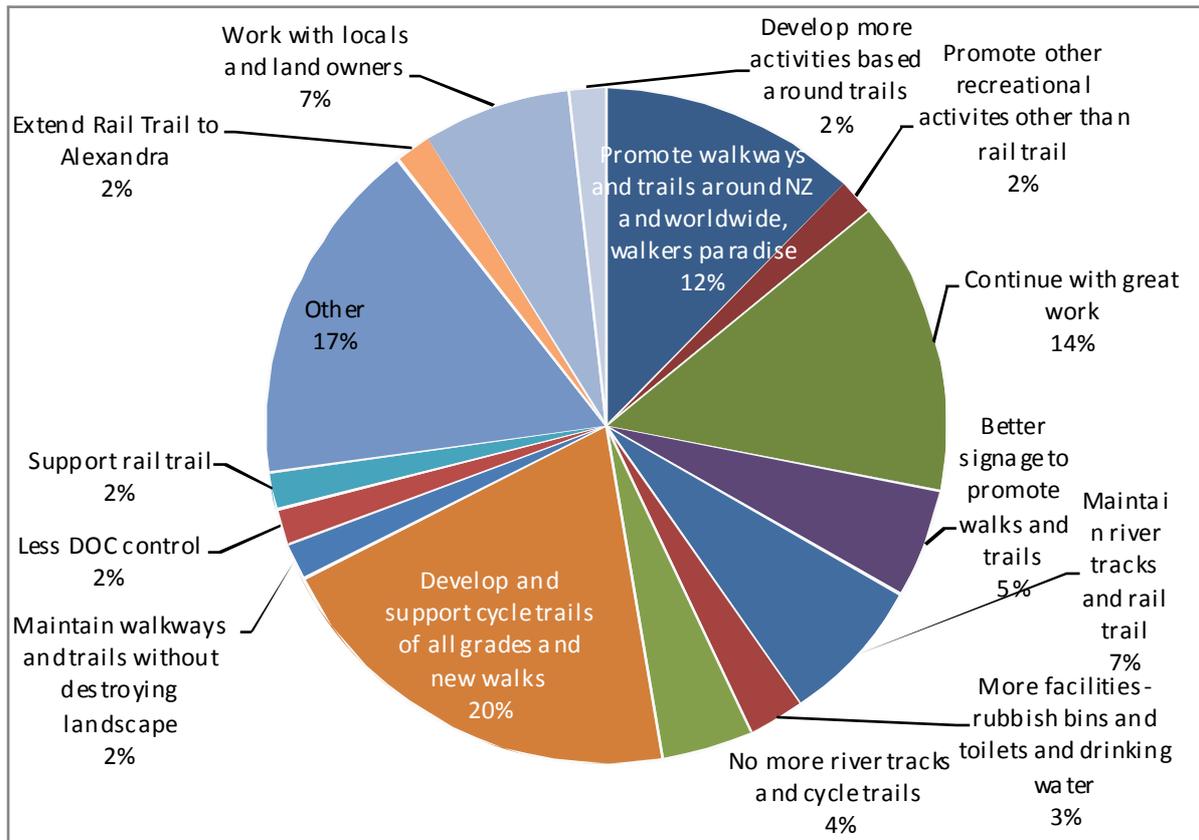
How you would rate our community's performance in maintaining our opportunity to be a hub for walkways and trails in the area?



76% of respondents to this question rated the community's performance in maintaining its opportunity to be a hub for walkways and trails in the area as very good to excellent. 16% rated the community's performance as good and 10% as poor to fair.

On average the rating for this activity was a 7 out of 10.

**To achieve a ten in maintaining our opportunity to be a hub for walkways and trails in the area, what do we need to do?**



Of the 112 respondents who answered this question, 20% were for developing and supporting current, proposed and new cycle trails and walks. A further 14% agree that the work to date regarding trails and track is great and would like it to be continued with. Promotion of walkways and trails attracted 12% of respondents comments and the developing good relationships with locals and landowners was also seen as important.

The 'other' category is made up of issues that each represent 1% of comments. These include: LINZ and DOC need to maintain land better, keep motorcycles off the Rail Trail, development of pedestrian mall with street dining, encourage rail trail cyclists to stay in Alexandra, remove rubbish from area by rail track, use Linger and Die for self contained campervan parking, Council should not look after walkways, nothing, don't proceed with Roxburgh cycle trail, incentives to farmers for using their land, accommodation to suit all budgets, develop Rail trail group, reduce beauracracy, better access, encourage organised walks, encourage tour operators to area, create maps that are clearly marked.

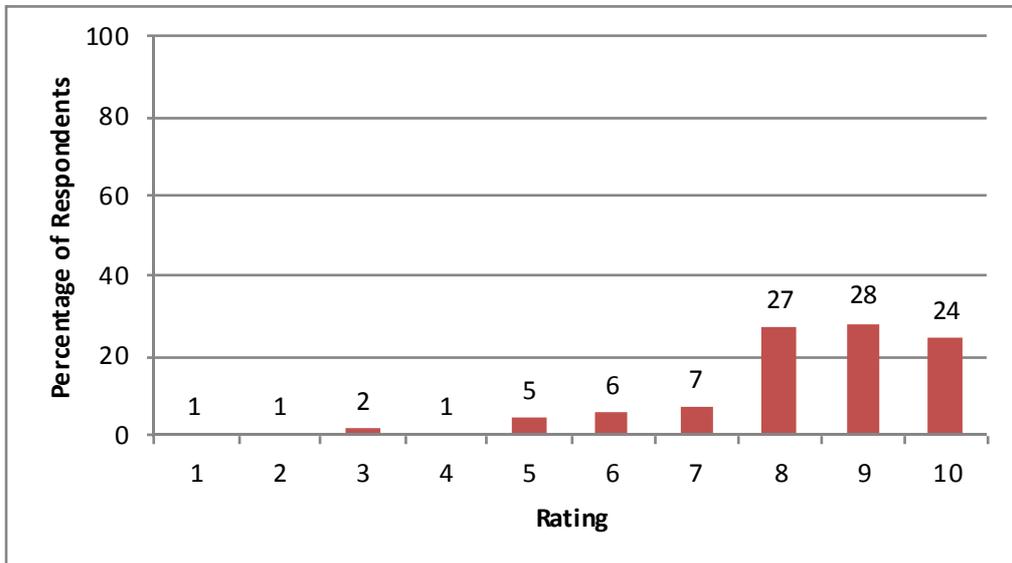
**Summary**

On average respondents to this question indicated that the community's performance in maintaining our opportunity to be a hub for walkways and trails in the area was very good (7 out of 10).

The main actions that were identified as needing to be addressed included developing and supporting current, proposed and new cycle trails and walks as well as promotion of our walks and cycle trails nationally and internationally. A few comments suggested that we promote ourselves as the biking capital of New Zealand or the world. To achieve this, good relationships with the locals and landowners is seen to be necessary. There were also a number of comments suggesting to continue on with the good work that is being done already.

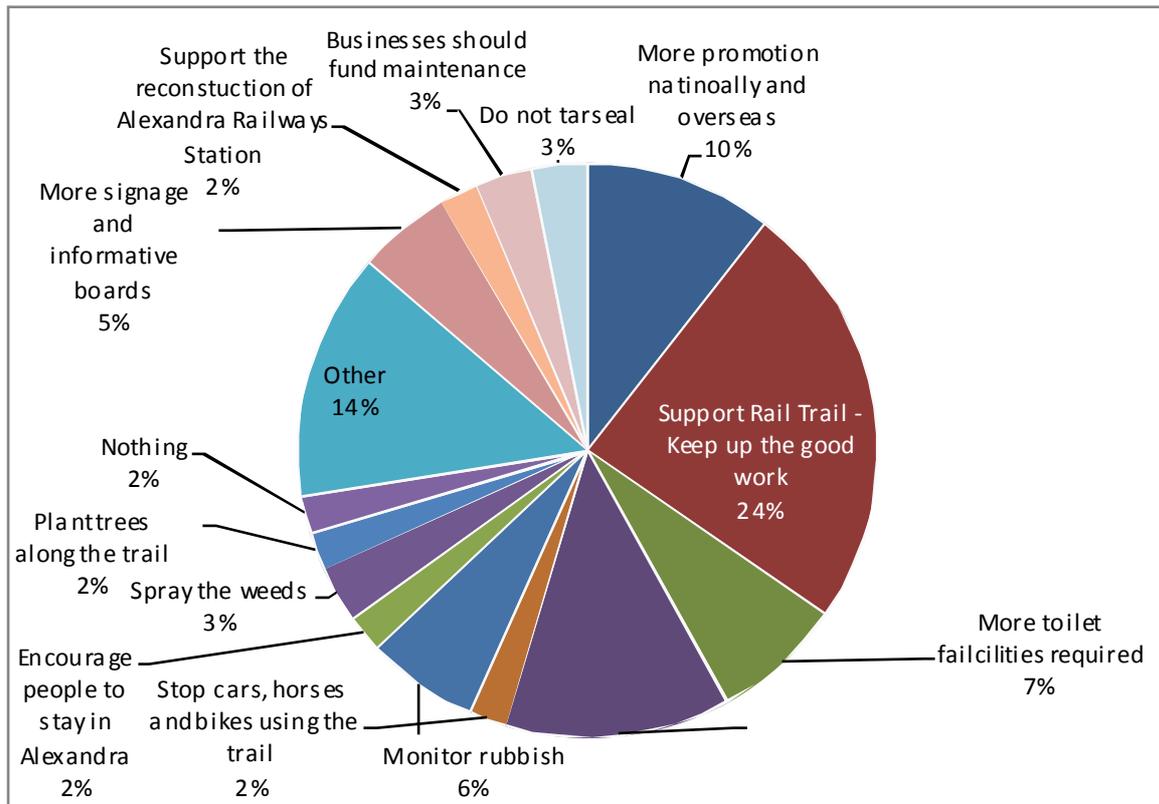
## Our Rail Trail

How you would rate our community's performance in maintaining our Rail Trail?



Of the 195 respondents who answered this question, 86% rated the community's performance in maintaining the Rail Trail as very good to excellent. 11% rated it as good and 5% rated it as poor to fair. On average the community rated their performance in this activity as very good (8 out of 10).

## To achieve a ten in maintaining our Rail Trail, what do we need to do?



Of the 95 respondents to this question, 24% indicated that the current maintenance of the Rail Trail is excellent and the community needs to continue to support it. 13% suggested that maintenance of the surface needs to be carried out, especially making it smoother and getting rid of large stones and rocks. 10% have indicated that the Rail Trail needs more promotion both nationally and internationally.

The 'other' category is made up of issues that each represented 1% of issues. These comments include: support Rail Trail Trust, mow entrance along Rail Trail, promote other activities for people to do in Alexandra, user pays, Rail Trail has peaked, not sure, more resting places and facilities along the trail, improve customer service, more drinking water facilities, refreshment kiosk at Railway Station, develop further activities on the trail, develop rules to protect walkers and difficult to institute user pays.

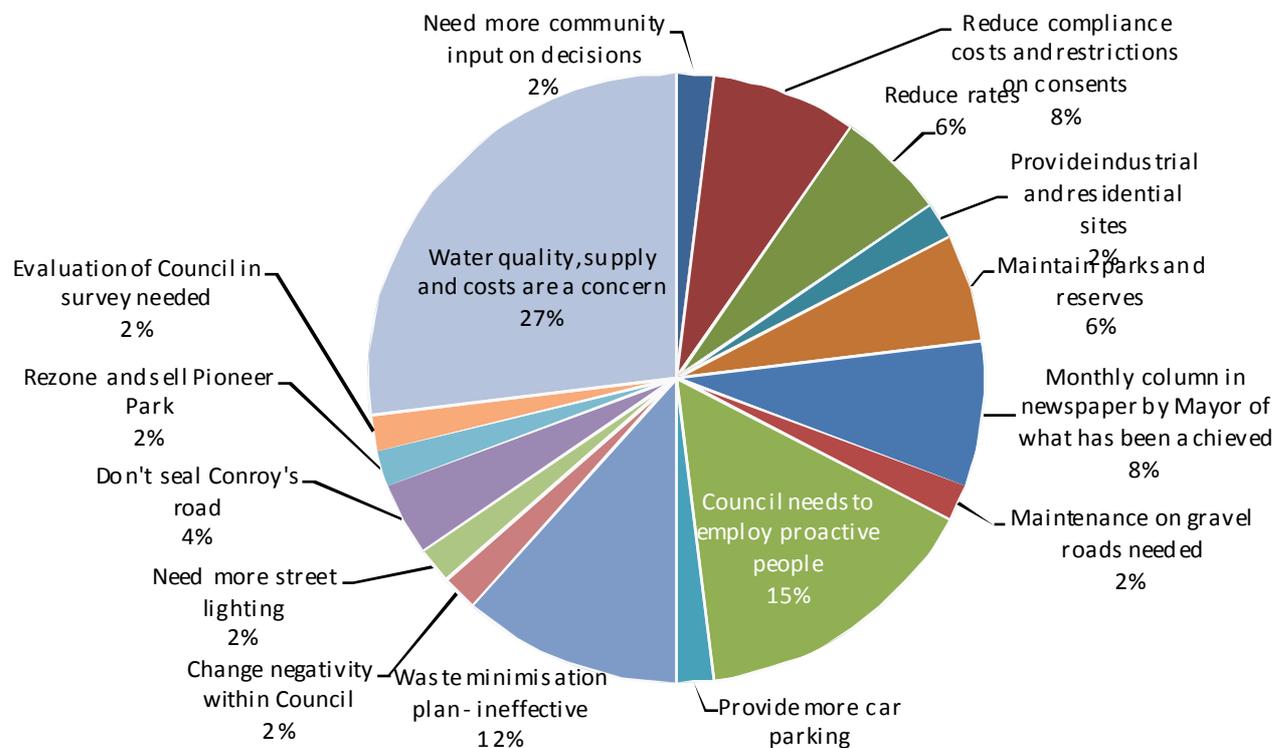
### Summary

On average, respondents indicated that the maintenance of the Rail Trail is very good. To achieve excellence in this area, the respondents suggested that there needs to be more promotion nationally and internationally of the Rail Trail, the surface needs to be maintained to a smoother state and there needs to be more toilet facilities, rubbish bins and signage. Most respondents indicated that these actions should be addressed within the next two years.

## Other Comments or Suggestions

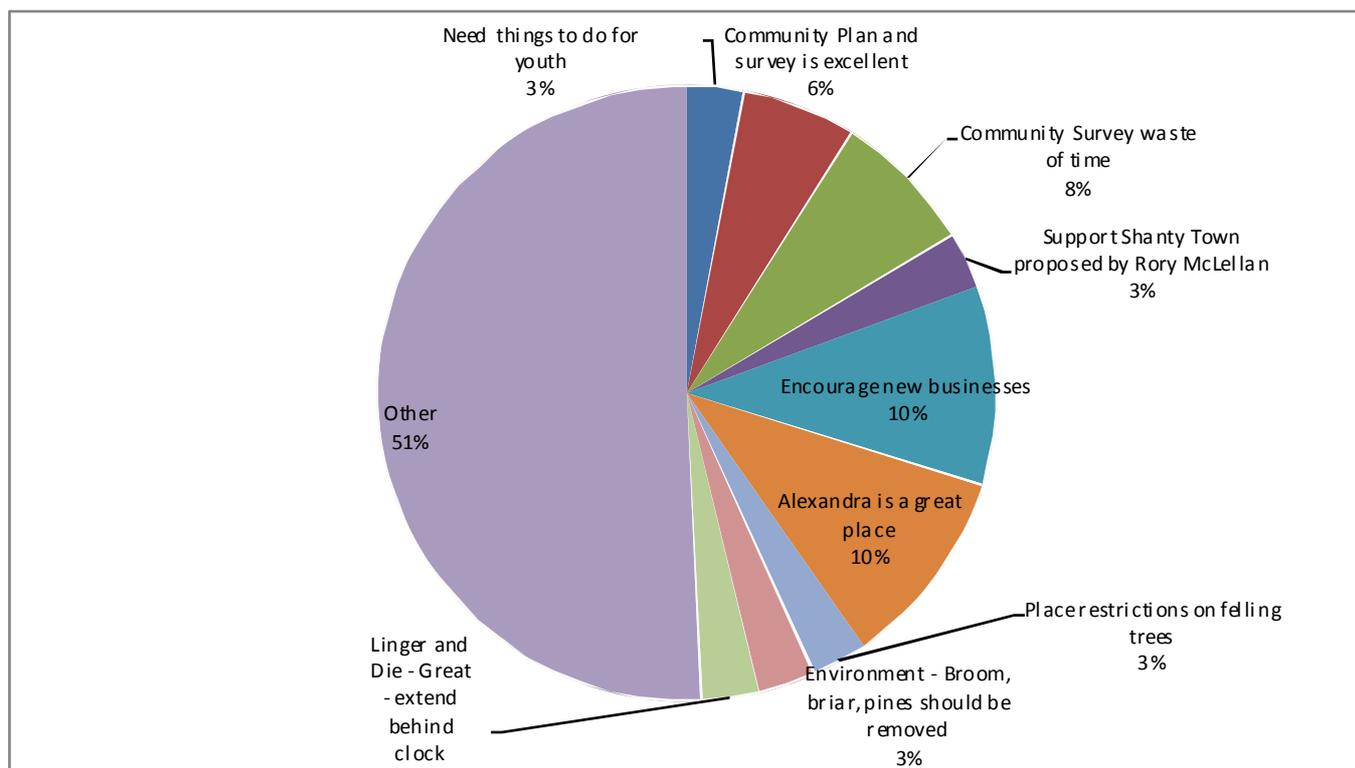
Do you have any other comments or suggestions you would like to include?

### Council related comments



Of the 51 comments related to Council issues, 27% of respondents indicated that water quality, supply and costs are a major concern. 15% of respondents commented that Council needs to employ proactive people and promoting effective management within Council and community boards was also mentioned. 12% of comments related to waste minimisation and included factors such as green waste should be free at the tip, large wheely bins should be for green waste only and that there needs to be a composting organisation. 8% of comments related to reducing compliance costs and restrictions and 8% of comments related to the need to have more communication from Council to the community on what has been achieved.

## Other Comments



Of the 67 comments in relation to other suggestions, 10% indicated that businesses need to be encouraged into Alexandra to promote growth. 10% of comments agreed that Alexandra is a great place to live.

The 'other' category is made up of comments that each represented 1% of the graph. These comments included: Introduce natural funerals; Plant natives when planting in town; Become totally reliant on solar energy; Fix clock on hill; Water feature at Pioneer Park; No camping signs on suburban streets and riverbanks; More surveillance on toilet areas after hours; Utilize the Ice Skating rink be adapted for roller skating in summer; music stage and dome for bands; Developing BBQ family areas along sites of the Manuherikia River; More rest areas; Need christmas decorations; Restoration of interpretive panel at front of track to the clock on the hill; Leave heritage to Historic Places Trust; Trails - Share and respect what we have and more will find its value to the community for many years to come; Bikers on Rail Trail should have bells; Encourage campervan users; Create a motor home friendly town; Airport has potential; Benefit from similar enterprise as 'Wanaka Lifestyle Village'; Retailers should work together in regards to opening times; Orchardists and wine growers to provide a place with a toilet for their workers; Encourage tourists; Rail Trail – Excellent; Promote our climate; Remove negativity that exists and change attitudes; Don't make radical change; Have become a retirement town - not good for progress; Develop our point of difference; Lifestyle

## **Appendix 3**

# Alexandra Youth Workshops 2012

## Analysis of Results

## **Youth Workshops**

During March, workshops were held with the youth of Alexandra to determine what it is they would like now and into the future for Alexandra. Workshops were carried out with the following groups:

- Youth forum of Alexandra
- St Gerards School – Year 8
- Alexandra Primary School – Year 8
- The Terrace Primary School – Year 8
- Dunstan High School – School Council which represents from Year 9 to Year 13.

The method behind conducting workshops with Year 8 was that they are most likely going to still be in Alexandra throughout the life of the Plan and will be able to assist with seeing some of their ideas come to fruition.

Overall there were 83 students who participated in the workshops.

## EXECUTIVE SUMMARY

When asked what the youth of Alexandra are into and what they enjoy doing, a large percentage of them indicated that they are into all kinds of sport and recreation. Arts and Culture as well as foods, events and socializing also factored in their responses.

When asked how the youth would better advertise Alexandra, two different lines of thought became apparent. One line of thought was, what does Alexandra need so that it can be better advertised and the other was, what has Alexandra already got that needs better advertising.

Some of the needs that gained the most support were free Wi-Fi, new events and celebrations, upgrade of Molyneux stadium, new mall, new entrance signs, better pool and better logo for Alexandra. Some of the existing things about Alexandra that need to be advertised better are our climate, existing events and celebrations, our rivers and lakes and small crime rate.

When asked to determine one youth project to go ahead in Alexandra, the one with the most votes was the development of a new mall with new shops. The next highest voted project on the list was the development of a movie theatre in Alexandra that plays movies that youth would be into. A hydro slide and the development of a sports centre like the Edgar stadium in Dunedin (with new netball and basketball courts) were also high on the list.

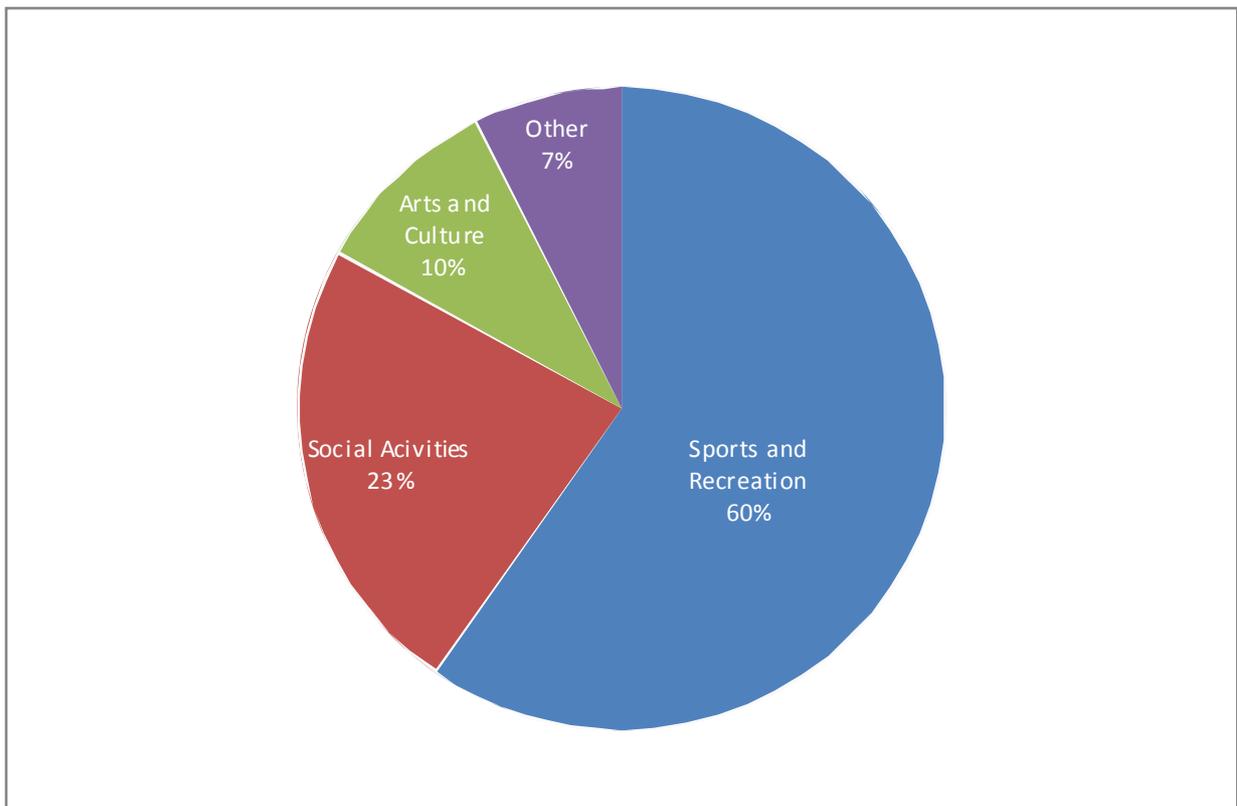
Most of the youth who participated in the workshops indicated that in 10 years time they would not be in Alexandra. The main reason for this was that there are not enough job opportunities in Alexandra. Other reasons included further study elsewhere, Alexandra is too small and boring, they would be travelling and there are not enough shops in Alexandra.

When asked what the youth would like to see in Alexandra in 10 years time, Fergburger came out strongest. A strong business community and job opportunities gained a lot of support as well as the merging of Alexandra and Clyde and the installation of a hydro slide at the pool.

When conducting workshops with the youth, the reoccurring theme that came out was that the youth in Alexandra were bored and they felt there was nothing to do here. They wanted somewhere that they could hang out, new shops for better shopping, a movie theatre and a better sports stadium.

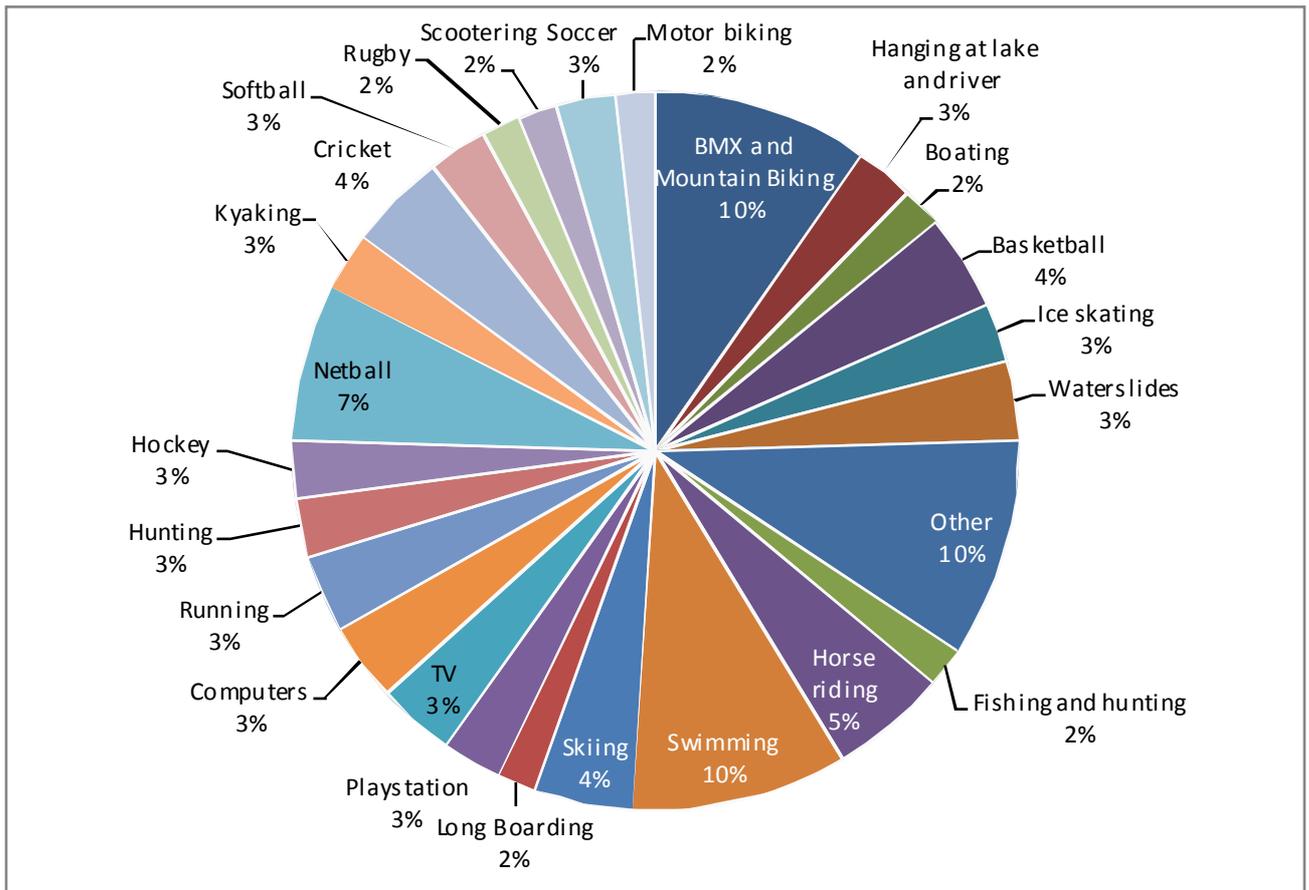
### What are you in to and what do you enjoy doing?

Youth in the workshops were asked what they were in to and what they enjoy doing.



60% of the participants indicated that they enjoy sports and recreation activities. 23% enjoy social activities and 10% enjoy arts and culture.

A breakdown of these activities follows:

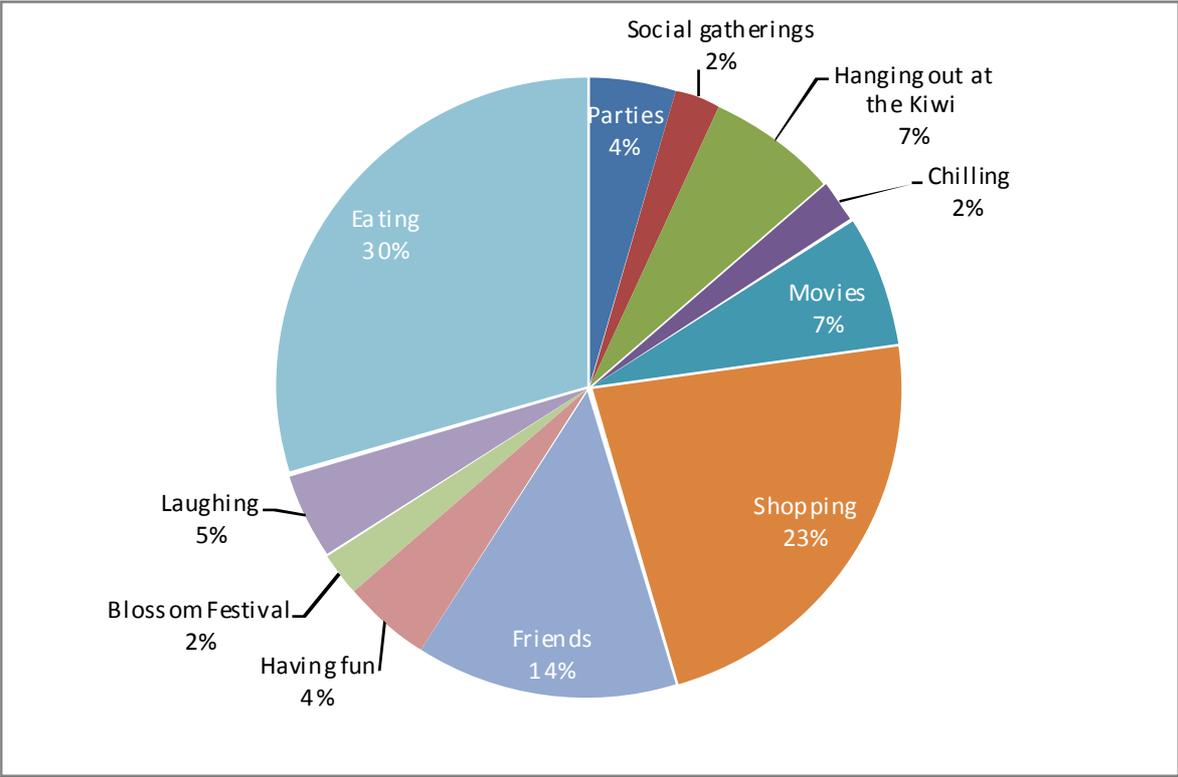


As can be seen from the above graph 10% of participants indicated that they enjoyed BMX and mountain biking and a further 10% indicated that they enjoyed swimming.

Skiing, cricket and basketball were enjoyed by 4% of participants.

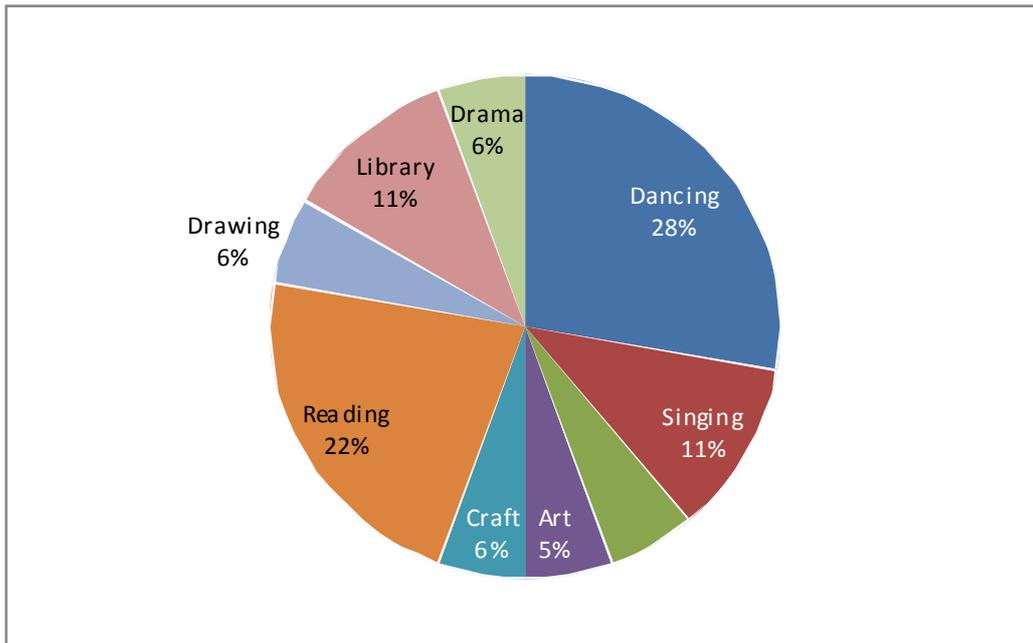
The category 'other' is made up of activities that each represents 1%. These activities include: Theme Park; Skate Park; Camping; Zumba; Gymnastics; Archery; Rowing; Bowling; Flying foxes; Curling.

## Social Activities



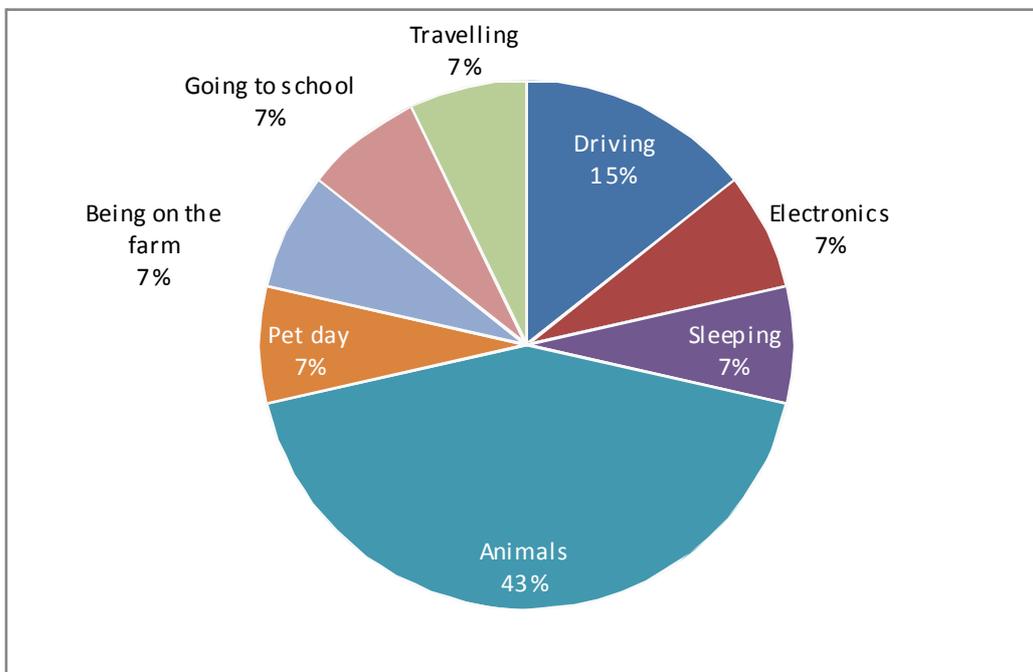
Of the respondents who enjoyed social activities, 30% indicated that they enjoy eating and 23% indicated that they enjoy shopping. Hanging out with friend attracted 14% of comments and going to the movies and hanging out at the Kiwi each attracted 7% of comments.

## Arts and Culture



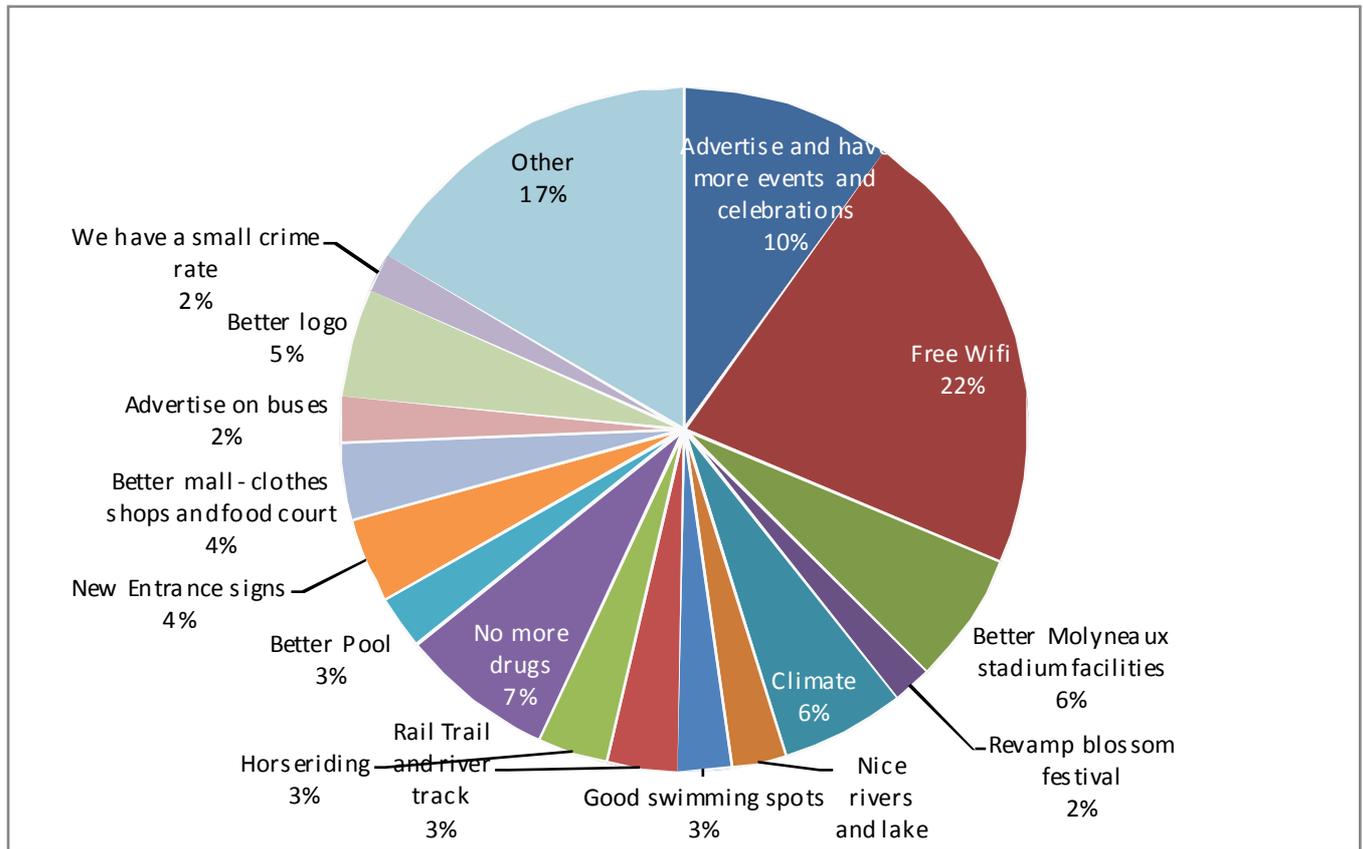
Of the respondents who enjoy arts and culture, 28% indicated that they enjoy dancing and 22% enjoy reading.

## Other



Of the respondents who enjoyed other activities, 43% commented that they enjoy their animals. 15% enjoy driving and 7% respectively enjoy electronics (including Xbox, PlayStations and computers) and sleeping.

### How would you better advertise Alexandra?



Above are some of the ideas that the youth of Alexandra came up with to better advertise Alexandra. Free Wi-Fi came out as the most popular idea with 22% of youth agreeing that having free Wi-Fi would help to better advertise Alexandra.

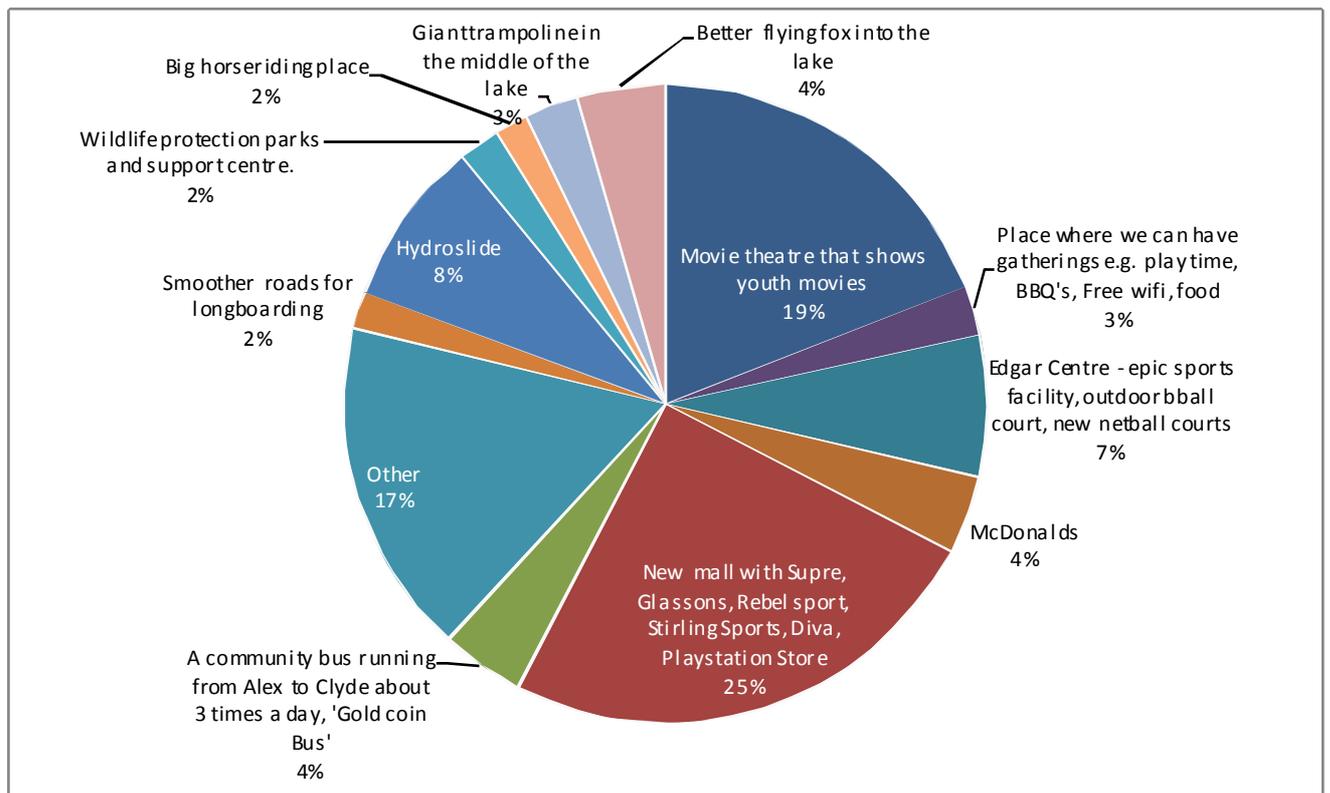
10% of those involved in the workshops agree that Alexandra needs to better advertise their events and celebrations as well as come up with new events and celebrations.

6% agreed that Alexandra should better advertise its climate and 6% agreed that the Molyneux stadium should be upgraded to entice people to Alexandra.

The category 'other' consists of ideas that each represented 1%. These ideas were made up of the following: McDonalds, Better toilets, Smile you are in Alexandra, Cool and friendly people, Lots of sports, Fun places to go and see, Clean air, water and land, Close to ski field, Wineries, Skinks, Food

outlets, Motor biking, Mountain bike tracks, Clyde Dam Tours, Scenery, TV Commercials, Taxi, Billboards, Buses between Clyde and Alex, The big clock, Fancy houses, A thing like Hollywood on the hill, Not the 2nd worst KFC in NZ, Use memorial theatre more.

**One project youth could do in Alexandra, what would it be?**



Of the participants, 25% of youth agreed that there needs to be as new mall with new shops including Supre, Glassons, Rebel Sports, Stirling Sports, Diva and a Play Station store.

19% of the participants would like a movie theatre in Alexandra which shows movies that appeal to the youth and 9% of participants would like to see a hydro slide at the pool.

A sports facility like the Edgar Centre in Dunedin with new netball courts and an outdoor basketball court attracted 7% of the votes and a better flying fox into the lake attracted 4%. McDonalds and a community bus from Alexandra to Clyde also each attracted 4% of the votes.

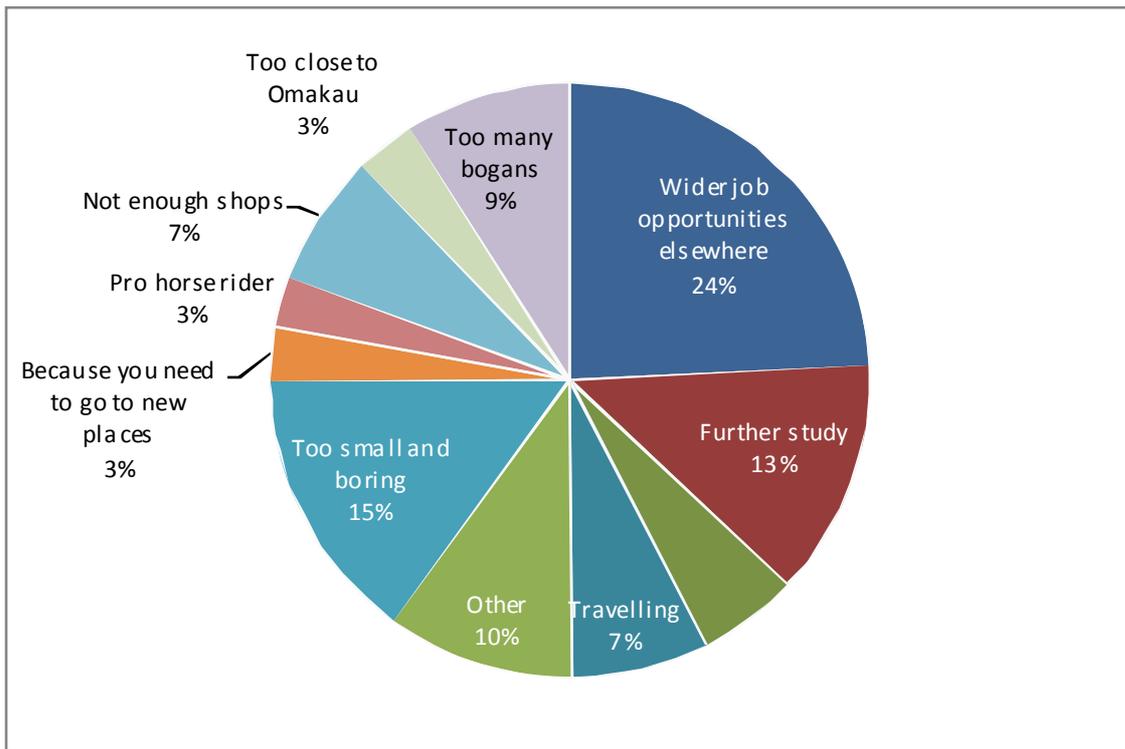
The 'other' category is made up of ideas that each represented 1% of projects. These included: Seats and picnic table outside pie cart; Lights at skate park - BMX track; Nudax prices go down; Indoor skate park; Full size hockey turf; Free subway; Dog Park; Laser Tag Course; Velodrome; Sushi; Pony yards at school; Mini golf; More trees around the cemetery; Lake fun stuff; Decent archery

course; Astro turf on Molyneux; Sending crims to tidy up Manorburn Dam area; Bowling Alley; Remarkables lolly shop; Better footbridge across the Clutha river; Theme park; Soccer stadium; Water fountains.

**Where are you going to be in 10 Years time?**

Most of the comments around where the participants would be in 10 years time included travelling, at University, overseas working, living in a city and not in Alexandra.

**Why would you not be here?**

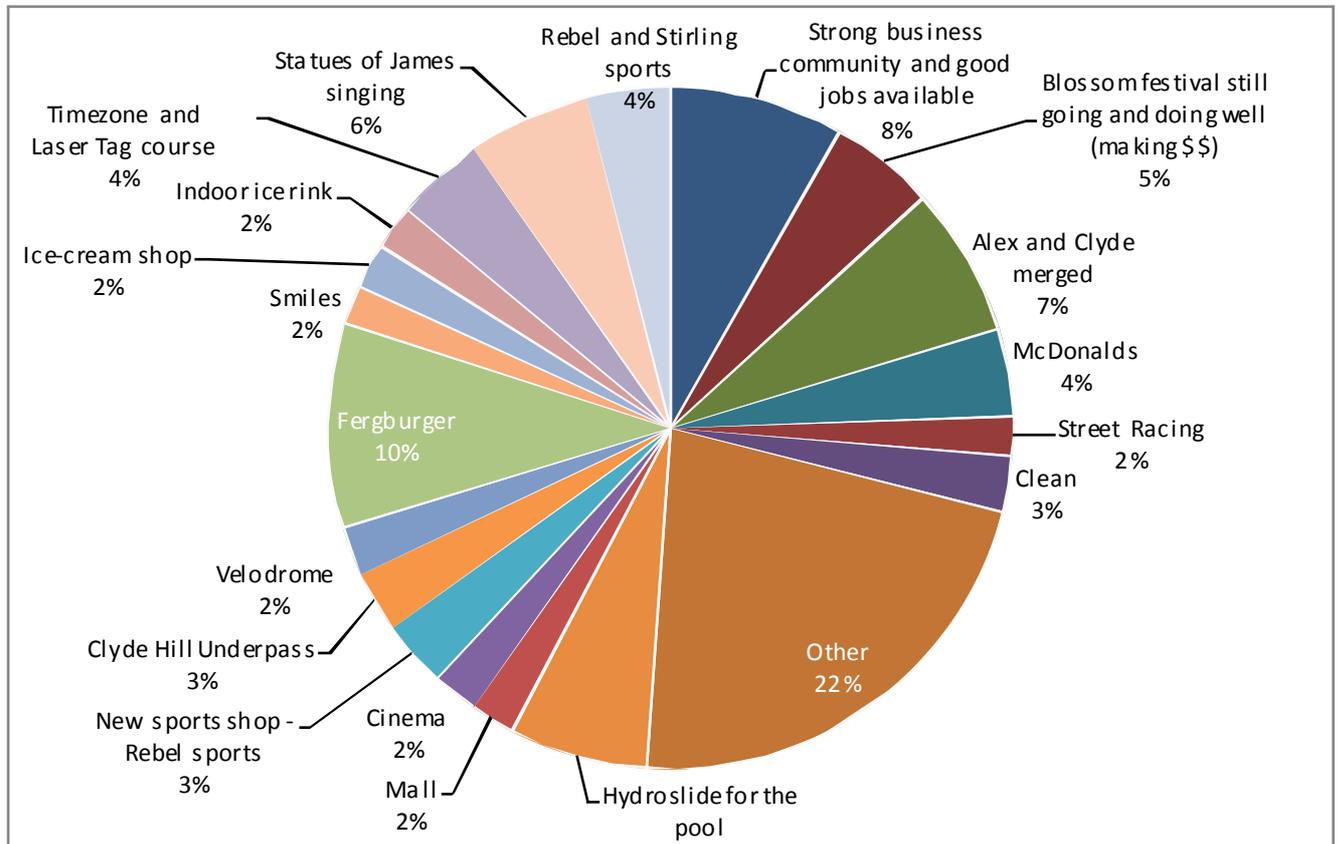


Participants agreed that the main reason that they would not be in Alexandra in 10 years time was mainly because there were wider job opportunities elsewhere (24%). 15% agreed that Alexandra was too small and boring and 13% cited that they would be moving on to undertake further study. 9% indicated that there are too many bogans and 7% indicated that they would be travelling. 7% also indicated that they would not be here due to lack of shops.

The 'other' category is made up of issues that represented wither 1% or 0%. These included: More facilities/events/airports; Making babies; Too many old people 'retirement village'; I am famous; No McDonalds; Too big - not enough farm space; Living in Australia; Be an Olympic rower; Because I am

really rich; Don't like some of the aspects (businesses); No vending machines; School is old; Bad houses; No pro soccer club.

### What would you like to see in Alexandra in 10 years time?



As can be seen from the above graph, participants in the workshops would like to see Fergburger (10%) in Alexandra, a strong business community and good jobs available (8%) as well as the merging of Alexandra and Clyde in 10 years time in Alexandra (7%). Participants would also like to see a hydro slide (6%), the blossom festival still going and doing well (5%) and a statue of James (classmate) singing (6%).

The 'other' category is made up of ideas that each represented 1% or ideas that did not get a vote. These included: Newer schools; Hot pools; Castle; Extreme mini golf course (gold themed); Solar powered stuff; Cable cars; Organic; Nothing, I want it to be the same; Flying skateboard; Ski field; Rubbish – Recycling; Make it bigger and the fashion capital of the world; More NZ teams coming and playing here; Still see the stars; Electric cars not using petrol, good for environment; Drug free town; More infrastructure; Pak and Save; Big hospital; A kind town; Shopping prices low; Lots of horse riding schools or one big horse riding school; Better roads; Redo town center; Hunting and Fishing

shop; More places for young people to socialize; Ten story buildings; Rock climbing walls; Fun; Flying cars; Pro soccer Club; Better swimming pool; Flying cars; Metro train transport.

## **Appendix 4**

# Alexandra Community Workshop

September 2012

A community workshop was held in Alexandra on 29 September 2012. The purpose of this workshop was to give residents of Alexandra a further opportunity to participate in the development of a second community plan for the town and surrounding area. Over 50 members of the community attended the workshop and were asked about what the community can do to maintain their values identified in the 2006 Plan.

Once participants had put all of their ideas on paper, they were asked to prioritise which activity/issue is the most important to them. To do this, attendees were given sticky dots that they could stick on to what ever issue was important to them. The raw data is given below.

### What do we need to do to maintain our vibrant economy?

What		How	
Business			
Retention of business in Alexandra	25	Council to stop promotion of business's to Cromwell	0
Alexandra has very quiet winters	4	Need things to boost winter downturn. Winter sports activities. Support ne wice rink. Promote new curling club.	16
Businees Friendly council needed	18	Business people quite often scared to make a fuss as scared of council retaliation	0

[we need] small and medium sized businesses, not large sized businesses[such as freezing works]	7	Make it easier to obtain consents	8
Support for new businesses	9	Rates rebates(2 years?)	6
Encourage business growth and development	13	Create jobs so that families will stay in Alex	0
Alexandra as a service centre	4	Less council beauracracy and legislation for business start up	7
Support for working from home	5	Ultra fast broadband	6
Work with development and developers on rezoning and town planning	8	Work proactively with business to focus on future growth	2
Support local business, business is not vibrant	9	Concerns as to the future of business, business's closing	0
Without business there is no community	4	Example Cromwell welcomes new business	0
			Total

## Employment

Keep jobs in the community.	17	Don't out source core tasks.	8
We need jobs for young and old	21	more business required, more business friendly zoning, more future planning	1
Keep contracts and services in local community.	12	Spend our money locally.	8
Attract professional people	10	particularly in education and health	3
Employment and jobs industry	10	More people. More people RMA!?	2
No Jobs causes social problems	6	we need young people involved in this process	2
We need more better paid jobs	8	Encourage new business's. Not send them to Cromwell	0
Adding value to primary products	6	Local processing - grapes, fruit, wool. Special branding for organics. Support for local markets. Opportunities for new plants that are suited to altered environment	1
Stop the employment opportunities disappearing	3	Encourage new business's and industry to come and stay in	0

Alexandra, instead of being pointed towards Cromwell. Encourage competition and employment. Commercial rents too high. Rates are very high. Can't keep absorbing increases. Too many people work at council?

Total

Population

We need population growth to create demand	8	Council is a significant Anti-Growth organisation. Excessive regulation requirements	8
Don't be scared of population growth	14	more rate payers mean less money needed from each household to pay rates bills.	1
Balanced community	12	we need more young people	0
		Need to provide affordable housing so that skilled workers can settle	7

			Total
Education and Research			
Develop education and polytechnic facilities	21	Specialized airfield training [5], gold/wool/meat/fruit training for young people[4]	9
Educational opportunities are limited	4	Broaden scope and flexibility of education services at Dunstan High School. Bring back evening classes.	10
Support for Hort Research to be retained in the community	1		0
Support for professional development services, social services, health services	0	Business incubators, community house, mentoring and coaching	1
			Total
Town Planning/Maintenance			
Entrances to Alex upgrade	12	Getting community involved eg. Gardeners, cycle experts, blokes shed, lions, Rotary/Masons/Presbyterians/Catholics. We need to be involved and share our skills and knowledge.	8

If you're not part of the solution, you're part of the problem.

New subdivisions	5	In a short time there will be a shortage of buidling sections	5
			Total
Other			
Ultra broadband, free Wi Fi	18	Must keep up with the rest of the world	2
Alex Airport	8	Community Apathy	0
Too many people want to change Alexandra to something it isn't, eg. High water use gardens, complain about things not happening fast enough while wanting low rates	4	Accept that the climate is a feature and should be embraced, if you want a small town environment, you have to accept higher rates, ie. You can't have it both ways	2
Mining	5	Danger of becoming a nothing town	0
No coal/ lignite mining	3		0
Clock ownership- hands don't light up at night!	0	Someone should have responsibility for clock maintenance to ensure it works properly. It's one of our icons and should be embraced.	2

Knowing what skills ect are available within the community and linking them up eg. Barter system mentoring young mums - grandparents ect. 2

Total

**What do we need to do to maintain being a service centre for orchardinig and farming with increasing emphasis on viticulture and tourism and How do we do this?**

More emphasis on Earnscleagh road/Letts Gully- fruit stalls for tourists, vinyards, orchards	27	More signage	0
Promotion	0	Instead of being a town people pass through, Alex should be the destination.	20
Farmers market, Secondary production facilities, example bottling centre, create more industry	13	People's support	4
Customer centred tourism product	5	Provide good service, give the customers what they want, when they want. i.e. dinner after 9:30pm, open during winter with full service	10

Alexandra has all the necessary facilities to operate a successful business. Food/fuel/professional services, banks within 1km radius.	11	Need to provide affordable housing so that skilled workers can settle	7
Consent process not driven by small interest groups	11	Level playing field	0
Viticulture	0	Wine trail really pushed	11
Farming is our backbone, support it	0	mitigate problems[from farming]. Banning dairy farms doesn't fix it.	5
orchard tours	0	Specialty of Alexandra, Ettrick and Roxburgh	5
Vineyard/orchard tours, ensure quality of product	1	Organic farming and orcharding	0

**what do we need to do to maintain our vibrant , positive and inclusive community spirit and how do we do this?**

<b>What</b>		<b>How</b>	
Encouraging our cultural side; events, art, music, good coffee, markets, cinema, public art	28		
People/population increase	27	creates income, job security, vibrancy around community	0

Connections with rivers	0	develop beaches around confluence of rivers, ie rovers street and back of warehouse carpark	21
Be more welcoming to new residents	16	proactive, continue to provide 'new resident packs' to new residents. Encourage current residents to look out for new comers and make effort [5]. Encourage safe communities, looking out for each other (becoming part of the newly formed Alex-Clyde neighbourhood support group). Coffee drink welcome group can be good to make people feel welcome. advertise activities for new families to district in local papers as every mail box receives these	2
maintain all ages population	11	make it easy for businesses to get consents to come to Alexandra and not drift to Cromwell. Rents are often too expensive in Alex	
integrate pool and ice rink	9	Hydroslide commercialised	0
promote our cycling hub. Promote as campervan stopover	9	campervan park by river. Water top up area. Sewerage disposal site.	0
Them and us mentality	5	encourage more inclusive activities, example Blossom Festival brings community together, but is only annual - some other activities are needed during the rest of the year	4
Promote Community services eg library	8		

River is crown jewel	5	open up, make more user friendly	2
Town presentation and community pride	5	verge watering	0
Identify Alexandra's identity	4		
Communication between retail groups, council, community groups, sporting groups, business groups	3		
Put best foot forward	1	promote wonderful facilities we have	0
International promotion	0		
International promotion	0		

**What do we need to do maintain our safe community and how do we do this**

<b>What</b>		<b>How</b>	
Police targeted(hostility) towards seasonal workers	7	better communication, working with community not against[3]. Police being out in the community more [14]	17
deal with drug and alcohol issues	17	acceptance of the issue. More education awareness for parents[5]	5

don't want "chronic" sold in local stores	9	sting operation at C&C traders	13
ensure employment opportunitites	13	shop local, apprenticeships, develop indsutry	1
provide incentives/facilities(include funding assistance) for young people to be involved in worthwhile activities	12		
People in the community looking out for each other[10] not tolerating any crime [1]	11		
activities/entertainment is based around bars	0	regular alcohol/drug free entertainment [9], normalise drug and alcohol free functions [2]	11
Neighbourly support	0	support the newlyformed Alex clyde neighbourhood support groups	9
Drugs and alcohol	0	trying to stop supply, better control of RTDs and better awareness[3]	3
community ownership	0	creates good vibe	1
Environment	0	planning for open safe public places	0

**What do we need to do to maintain peace and quiet where a relaxed lefestyle can be enjoyed and How do we do this?**

<b>What</b>	<b>Dots</b>	<b>How</b>	<b>Dots</b>
-------------	-------------	------------	-------------

Maintain economic base	0	Ultra fast broadband	19
Lifestylers	0	Maintain, enhance Dunstan Hospital	18
Attractive reserve areas	14	Improve maintenance	1
Need to supprot smaller communities	0	Do we need more retirement village complexes?	13
Be carefull not to shut the town up - blinkers off!!	8	maintain balance of business	4
Rest areas developed along various walkways and seating	9		
Need to work together to build trust and openness in our community	5		
recreation facilities	0	promote walking/cyding/kayaking	3
Encourage growth in the right directions	3		
No trail or dirt track bikes in borough area - especially along rail trail.	2	Make more places for them to use	0
Don't agree with -[No trail or dirt track bikes in borough area - especially along rail trail], kids need to have somewhere safe to be active	2		
Don't allow gas guns near town	2	Council check reasons for guns working and solve issues	

Make sure pie cart never comes back(don't agree, Alex icon)	1	Contraversial	0
To be peaceful and quiet, we all need a fair go	1		
Disocurage tourists	0		
Do not compliment Queenstown, no adventure tourism here	0		
No traffic lights or meter maids	0		

**What do we need to do to maintain the Otago Central Rail Trail and How do we do this?**

<b>What</b>		<b>How</b>	
work in with the new trail's that are getting developed	9	relevant trail trusts need to work together[3] make good links between districts. Share skills and information. Help each other to get the trails connected[18]	21
promote off trail opportunities	21	jet boating, guided walks, 4wd tour, gold mines tour, special interest towns	0
don't want it sealed	9		
keep up promotion of the rail trail	8		

operators to become more professional and tourist savvy	5	need a quality experience	0
showcase our area	5	encourage communities to provide short tours 'off trail' for those using the rail trail	0
don't put in rubbish tins along the trail	0	encourage people to be self sustaining, ie, Milford + Routeburn tracks, accommodation provides supply re-cycle opportunity	4
encourage communities along the rail trail to celebrate the communities uniqueness and the seasons	3	maintain the experience	
it's all good	2		
Educate users that they need to take their rubbish home.	1	penalty for dropping rubbish	
Control weeds, old man's beard.	0	Regional council	

**What do we need to do to maintain the opportunity to be a hub for walkways and trails in the area and how do we do this?**

<b>what</b>		<b>how</b>	
Develop our hinterland; grow recreational options, tracks (walking and biking), signage, information on these options	27	This improves quality of life and attracts visitors. This in turn encourages economic development.	1
There are towns in Colorado very similar to Alexandra that are	14		

recreational meccas. We need to embrace and invest in our recreational assets.

Every area and district in NZ is trying to develop their own trail, so we have to be unique	12	One trust for all trails	0
identify user groups[for trails]	0	contact walkers, strollers, cyclists, runners	
develop points of interest and publicize. Make information available on the internet	6	heritage sites, rivers, unique landscapes on rail trails[4]. Further development required[4]	8
[ensure]rail trail is main high way[trail], other trails lead off it	0	need funding	7
promote our trails through Nz	1	get local business support for promotion	3
develop more trails with varying range of difficulty	5	identify potential routes, good signage	4
promote as mountain bike capital of the world through track quality, signage, amenities	26	Marketing;rail trails, river trails, mountain bike tracks, competitions, recreation, accommodation	3
more trails	2	A walkway/cycleway along Earnscliffe Rd to Marshall Road, extend to Clyde	9
Make place attractive	6	Road sides, verges, open up river access, open up ngapara pools[7]	7
Promote Alex as an affordable family destination	14	package promotion incentives eg. Package deals. For example, something for everyone in family, mountain biking, water sports,	

walking, arts. Need to involve business.

**What do we need to do to maintain the recreational opportunities in the area and How do we do this?**

<b>What</b>		<b>How</b>	
provide safe trails/walkways for all. Create family destination in and around Alexandra district.	21	Plan Network for Both[4] Coordinate with Tourist promotional events[1]	5
promote family picnic areas, take family to a picnic - not shopping at the warehouse as a day out	24	open up the river banks	0
old swimming pool area to be promoted as a family recreation area	13	requires toilet and rubbish facilities	4
regulation can stifle growth	13	set aside more ground for recreation[1], planning documents to support recreational areas[1]	2
promote facilities	12	investigate creative ways to promote locally and internationally	1
sporting facilities	10	maintain a high standard and promote more use	0
accessibility of facilities and affordability	7	admission fee, local rates, visitor rates	0
Create walkways eg. Omeo, Waikerikeri	2		

Extension opportunities of rail trail 1

**What do we need to do to maintain our buildings and relics from the past and How do we do this**

<b>What</b>		<b>How</b>	
common sense to apply to restoration requirements, example boxing club fiasco	20	allow deconstruction, reuse the materials on the same site for integrity	17
analyse what buildings do and don't have potential tourist and historic value for our identity	37		
Council needs to maintain the 'heritage" they own	13		
Have a clear prioritized list of heritage buildings/sites and focus funding on those	13		
Need to recognize, appreciate what we have and what needs to be done	7	By having clear guidelines easily understandable without being ambiguous	3

Provide incentives to repair and maintain	0	tax deduction	9
Educating funders that maintenance of heritage is worthy or as important as providing money for new better buildings	8		
consultation of community about historic buildings	5	2 views, too many opinions, not enough consultation.	0
Identify owners	0	talk to	2
coordination	2	establish interested group, include specialist tradesmen	
Educating people on what is important to keep the history of the area alive	1		
Earthquake factor	0	Comply with regulations	0
Apply historic place trust	0	funding	0

**what do we need to do to maintain our goldfield and dredging history including the dredge tailings and how do we do this?**

<b>What</b>		<b>How</b>	
Goldmining demonstrations and dredge working display in Alexandra (close to museum). Linger and Die location.	33	promote to tourists	5

dredging history/tailings - we do not see them as an asset and do not think they should be maintained retained. They are unattractive	21	mine the tailings, if viable. When process complete, reinstate ground to usable state	8
goldfield/mining relics. We value historic gold mining sites and relics(not tailings)	8	support dredge reconstruction efforts. Insulation of interpretive panels. Publicity about various sites and relics	16
better access/viewing of tailings, hard to view at the moment	10	Develop tracks through tailings. Link to tracks and trails such as rail trail. Provide good signage.	12
control gorse and broom and wilding trees	16		
don't have to retain 100% of site. Keep just the significant area	12	set aside portions of historic areas while working the balance	1
utilise the site by adding recreational facilities such as bike and walking tracks	11		
extend dredging ponds to make recreational water spot (lakehood). Open access family and town friendly no barriers to entry or cost	8		
Just don't consult historic places trust need to consult the rest of the community regarding historic buildings	2	public consultation on protecting historic sites	5
don't fully close sites for future re-mining	3	selective protection(not total). Modern technology allows re-prospeting	1

Leave as is - part of our heritage	2
provide signage telling people why what occurred	1

**What do we need to do to maintain our distinctive landscape (the moonscape) and mountains and How do we do this?**

<b>What</b>		<b>How</b>	
wilding willows beside Clutha and Manuherikia are separating the rivers from the land	11	remove willows to improve access to rivers and create beaches and recreational areas	12
skylines and outstanding landscape areas	6	no building to be too intrusive. Rules at present hard to interpret(from district plan).	16
water quality, dairy farm problems	22		
rabbit and weed control	5	owners must take responsibility, DOC included	11
wilding trees	2	control	13
get rid of wilding pines	9	don't talk, do! \$10,000 should be used to start cutting	6

rubbish clean up	0	rubbish cleanup, maybe reduce cost at Dump. No cost at dump for green waste. Rubbish bins on rail trail.	15
eradicate old man's beard. DOC should be involved.	9	Otago regional council	0
desert areas should not be irrigated just to have dairy farming	8		
include special outstanding features of the Alex landscape and environment in the District plan	0	include special protective measures in planning documents	2
pivot irrigators			

**what do we need to do to maintain our climate and how do we do this?**

<b>What</b>		<b>How</b>	
Buy local and produce own food more	28		
control winter green waste burnoffs from orchardists rural areas	11	education and regulations make recycling of greenwaste more normal	12
effects of climate change - longer growing season, less snow - run off, new pests and diseases because of warmer climate, threats to biodiversity, climate refugees - people coming from coastal areas,	4	ensure we all learn about effects of climate change in Central Otago and plan for it. Be prepared, don't stick our heads in the sand.	15

threatened with inundation of sea waters			
community support for NIWA	19	full CODC drive/support and community board support	
clutha river	0	water has untapped potential(under utilised)	19
limit intensive dairy farming especially new water ways	17		
manage wilding pines	16	don't dear fell	
continue clean air policy	6		
water	4	increase or reduce allocation? Reticulate garden water	
scenic corridors	4	water management of these area	
fight global warming	2		
classify greenwaste as rural and domestic	2		
air quality - reduce burning	2	timeing of burning[3] chipping instead of burning[4]	
improve usage of coal from home heating and commercial	0		
television coverage nationally	0		

**what do we need to do to maintain the Clutha and Manuherikia rivers and how do we do this?**

<b>What</b>		<b>How</b>	
develop recreation spaces on river banks	24		
effect of land use changes outside of area example farming affecting water quality downstream	6	reduce eliminate run off from agricultural land and sewage effluent	15
reduce dairy effluent into manuverikia	16	riparian strips..keep stock out of the water..film river dog to be shown in areas where farmers ignoring consequences	4
we've turned our backs on the beauty of our rives	11		
planning to include rivers as an integral part of town	11		
make a walkway on the old bridge piers	11		
contol polution (dairy runoff, fertilisers, littering)	9	dredging/ surging/ regulations/ monitoring. Rubbish bins	
		support self electricity generating and energy efficient buildings	7
plant more poplars	6		
reduce irrigation of manuverikia	2	measure and control watertakes, ensure	2

sustainable agreements in 2021

improve access to rivers for recreation	4		
control will growth in rivers	1	chopping and spraying	2
river flow to be maintained	3	no more dams. Support wind farms.	
reduce willows	3	cut them down, replace with non crack willows or other trees. Trees still needed to contain river banks	
residual flows, multi use of water		maintain some controls, irrigation versus controls	3
minimise silt buildup	0		
reduce run off into manuhherikia			
reduce silt in Clutha			
mitigate effect of hydro dams			
mitigate earthquake risk			

