



Welcoming Communities survey analysis

Welcoming Communities is a new programme supported by Central Otago District Council that aims to help newcomers feel more connected in their communities. Being new to town can be hard and Welcoming Communities want to make it that little bit easier.

The Welcoming Communities team is working towards creating a plan designed to suit the unique needs of people new to Central Otago. The feedback we received from 95 newcomers has been collated and these results will help inform that plan.

A bit about where you used to live

To understand a bit more about our newcomers, we wanted to know about where they came from prior to being in Central Otago.

Did you move to Central Otago from a different country?

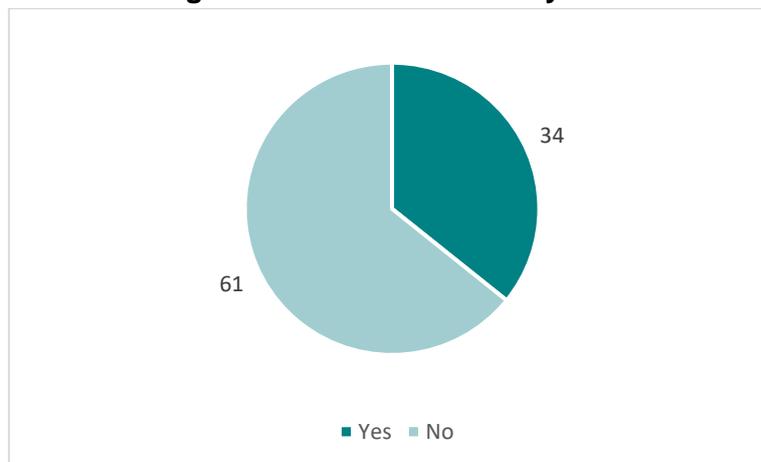


Figure 1. n = 95

Respondents were asked whether they moved to Central Otago from a different country. Most newcomers have moved here from another part of New Zealand rather than internationally, with only 36% of respondents moving from another country.

Which country did you move from?

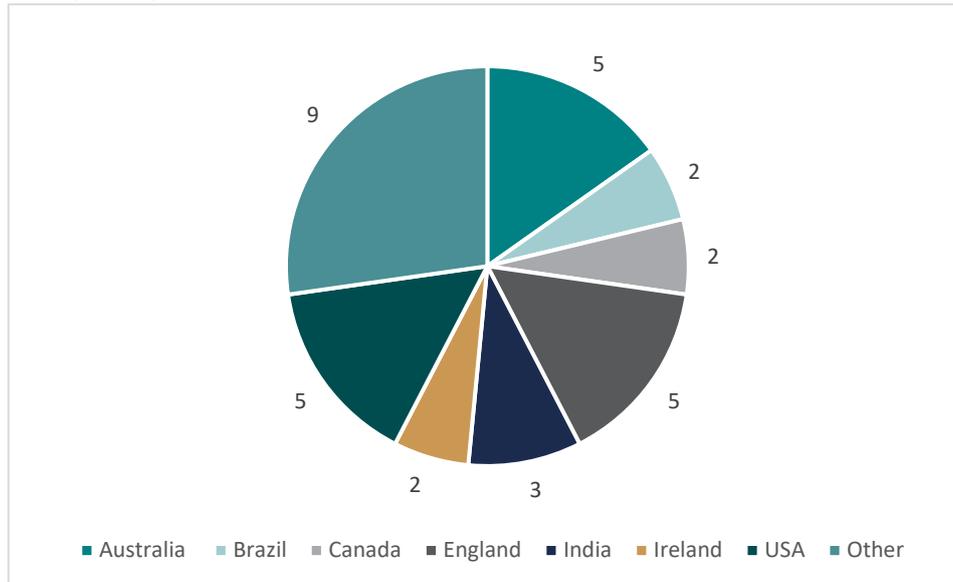


Figure 2. n = 33

Of those respondents who moved here from another country, there was an even number from Australia, England and the USA. 'Other' countries included Kenya (3), Singapore (1), Scotland (1), Netherlands (1), Asia (1) and Philippines (2).

Which region of New Zealand did you live in before moving to Central Otago?

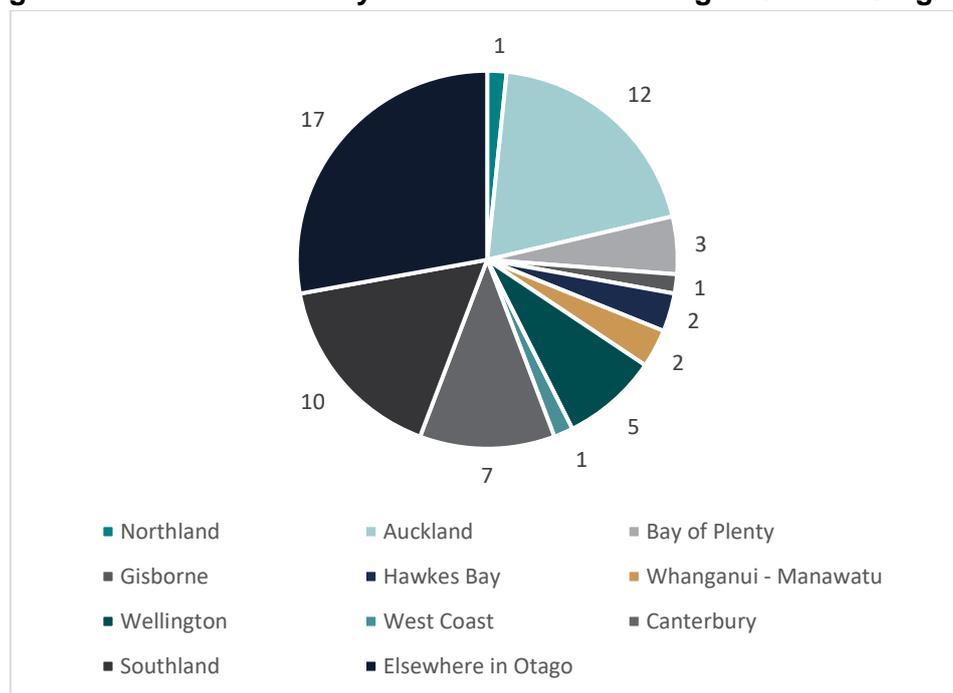


Figure 3. n = 61

Elsewhere in Otago (26%) was the most common place newcomers had come from within New Zealand. The top of the North Island was the next most common place with 21% coming from Northland and Auckland. Newcomers had also come from Southland (16%) and Canterbury (11%).

Did you move from a large city or a small town/rural area?

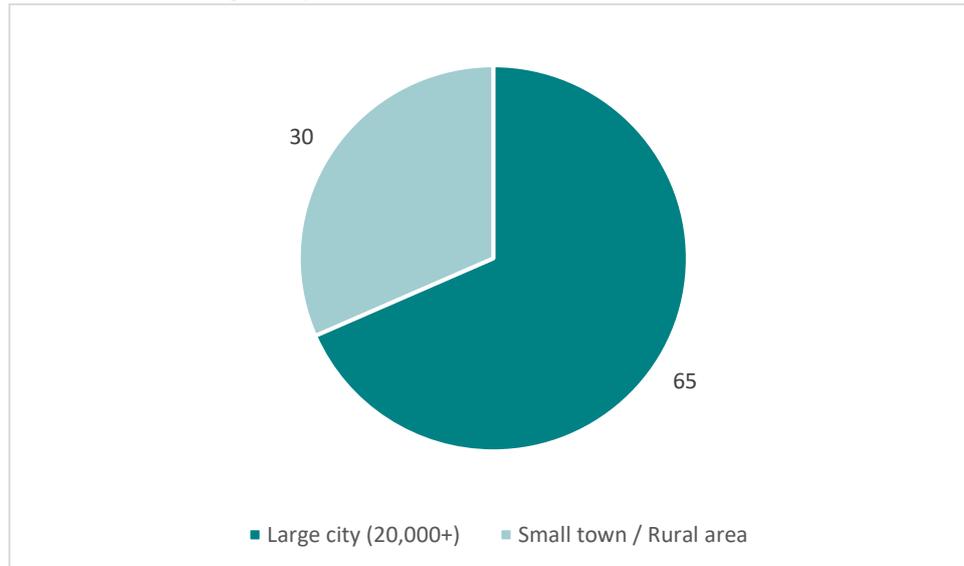


Figure 4. n = 95

The majority of respondents (68%) came to Central Otago from a large city with a population of 20,000 or more. Only 32% moved from a small town or rural area similar to towns in Central Otago.

A bit about where you live now

Where do you currently live?

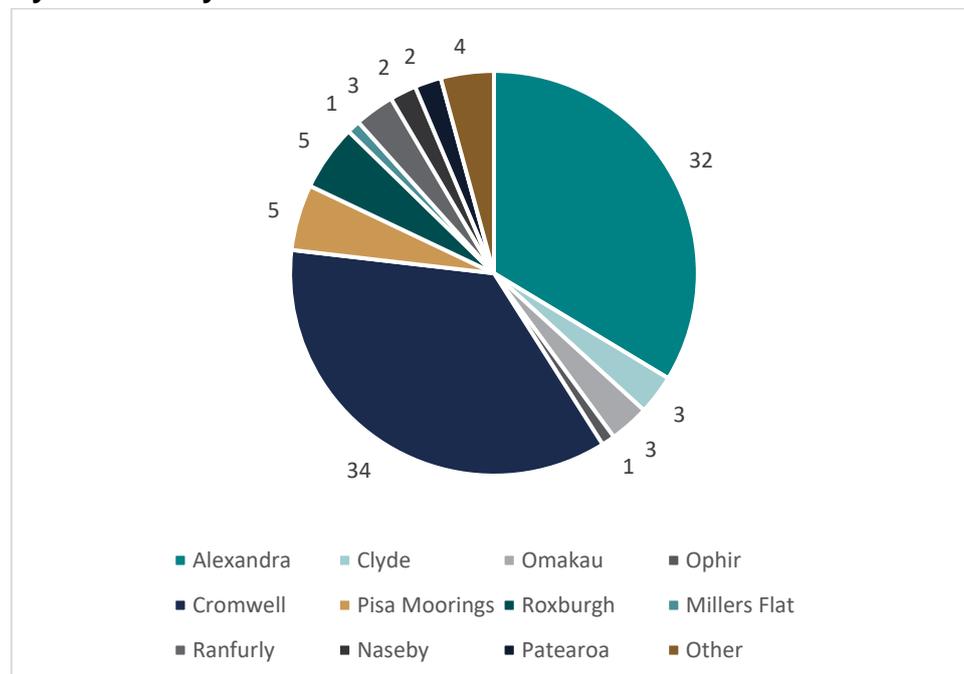


Figure 5. n = 95

Most newcomers now live in either of the two more populated areas in the district, Alexandra/Clyde (37%) or Cromwell/Pisa Moorings (41%). 'Other' places people mentioned included Arrowtown, Dunedin, Lauder and rural Clyde.

How long have you lived in your current community?

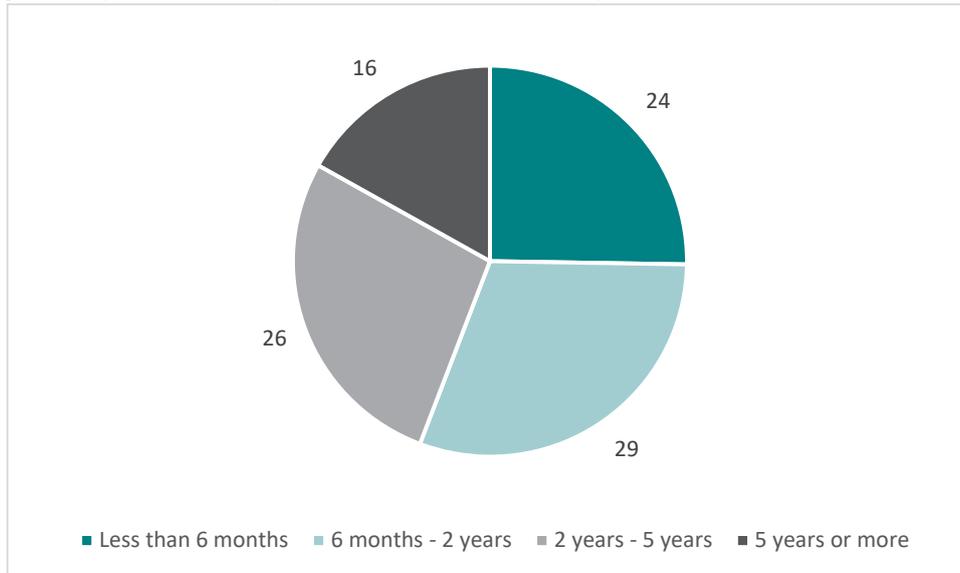


Figure 6. n = 95

Over half (56%) of respondents are very new to their current community having lived there for 2 years or less. Forty-four percent have been living in Central Otago for 2 years or more and 16 respondents have been here for at least 5 years.

What brought you to this community?

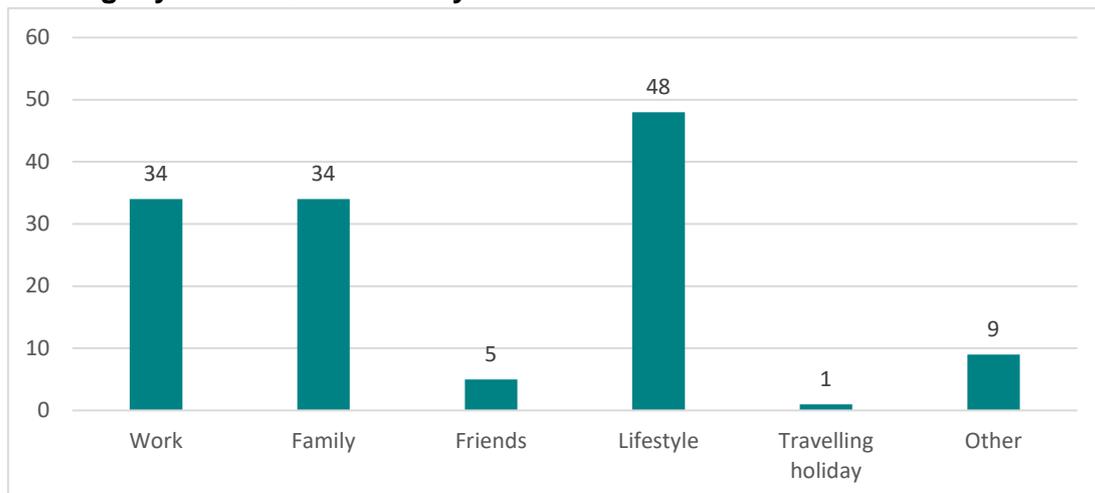


Figure 7. n = 95

Respondents were asked to select from a list of reasons why they moved to Central Otago. They were encouraged to select as many as were applicable.

Lifestyle was the most commonly selected reason for moving to this community, followed by work and family which were each selected 34 times.

'Other' reasons included housing affordability, a change of scene, free school fees, climate, study and marriage to a New Zealander.

What things helped you adjust the most to life in Central Otago?

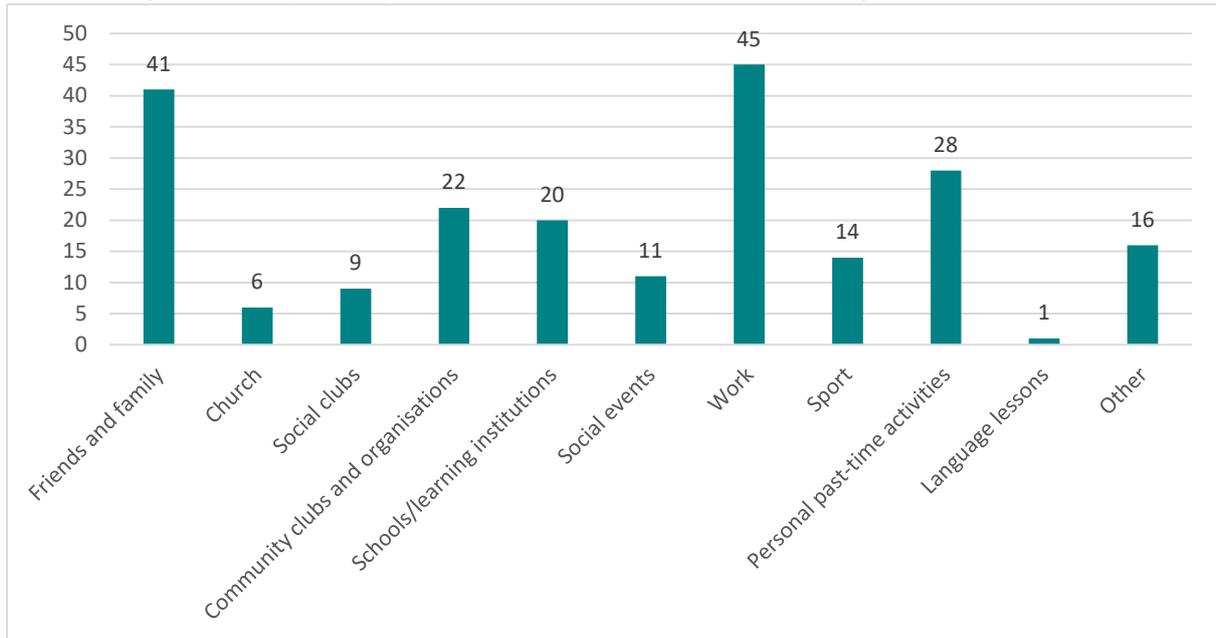


Figure 8. n = 95

Respondents were asked to select from a list of things that helped them adjust to life in Central Otago. They were encouraged to select as many as were applicable.

Work and ‘friends & family’ helped most newcomers adjust to living here, followed by participating in personal past-time activities.

‘Other’ things that helped newcomers adjust included meeting neighbours, meeting other families through school, personal development, developing a routine and some people have arrived very recently and are still adjusting to living here.

When you first arrived did you feel welcomed into the community?

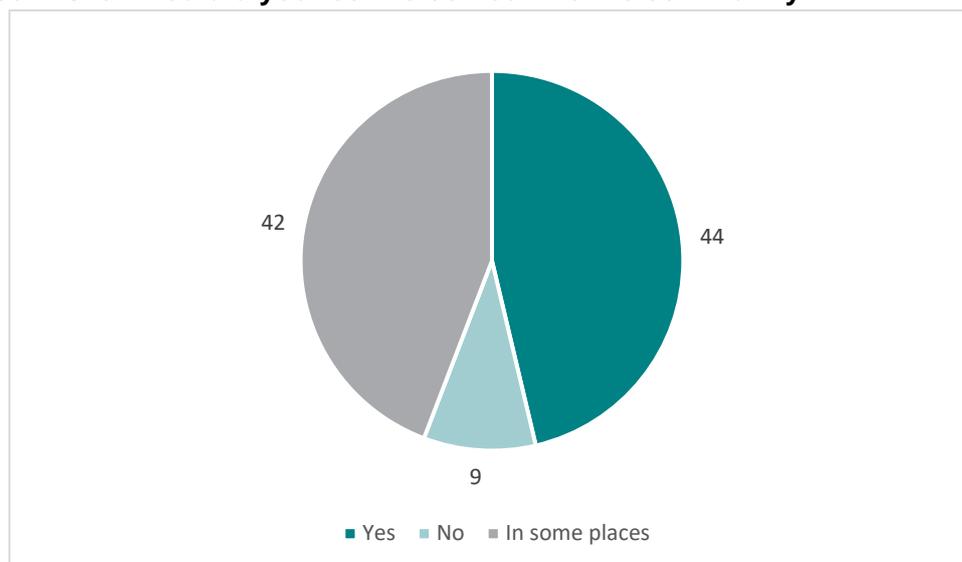


Figure 9. n = 95

The majority of respondents felt welcomed into the community most of the time or in some places (90%), with only 10% saying that they did not feel welcomed into the community. Respondents were asked to provide examples of why they felt welcomed, why they did not feel welcomed and why only in some places.

Why did you feel welcome?

Those who felt welcomed said that they found people friendly and welcoming. There was a sense of support many received from schools and businesses. Others who were new to the community were more open and accepting than those who had been in the community longer. Having family or friends in the area was noted as a factor in feeling welcomed into the community.

Why did you not feel welcome?

There were a variety of reasons why respondents did not feel welcome. Many cited the difficulty they had in developing meaningful friendships and felt like many residents were closed off and not interested in making new friends. Others felt isolated due to comments about where they had come from, whether that be somewhere else in New Zealand or from overseas. There were some who experienced racism, either open or subtle. Some respondents noted difficulty in finding employment and felt that their newcomer status contributed to that difficulty. Those who worked in one community and lived in another struggled more than those who worked and lived in the same community. A challenge that some respondents cited was the difficulty of getting involved in the community with structured 9-5 work hours as many groups met during the day.

Diversity in the community

Locally, who do you look to for guidance on life decisions?

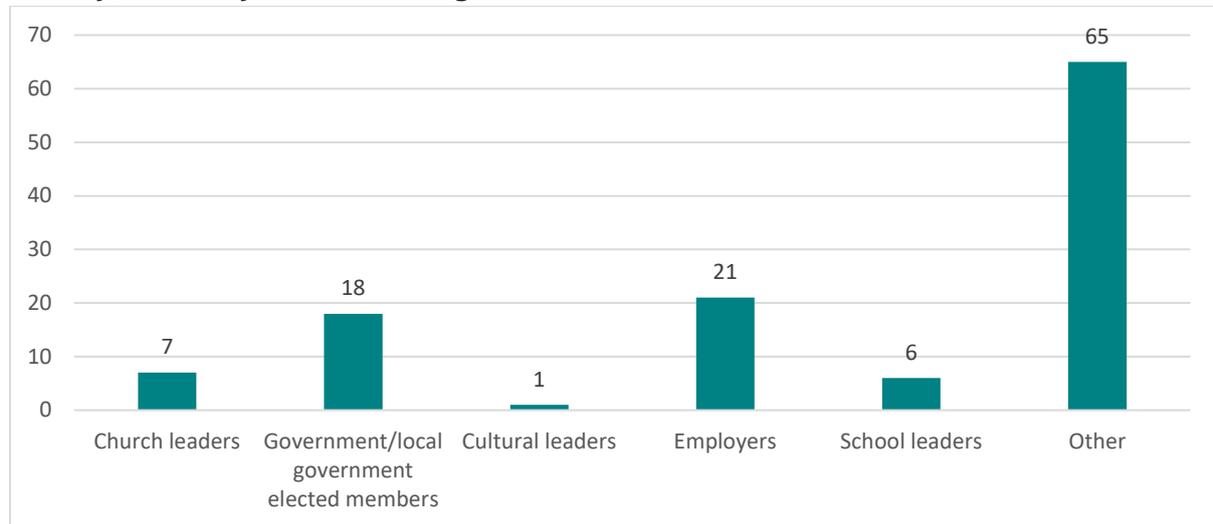


Figure 10. n = 95

Respondents were asked who they looked to for guidance on life decisions and were given a list of options to select as many as applied. One important option was left off the list and the majority of respondents selected 'Other' and said that they rely on family, friends or themselves for guidance on life decisions. Employers and government/local government elected members are also looked upon locally for guidance.

Do you believe they address the needs of our diverse community, and do they include newcomers?

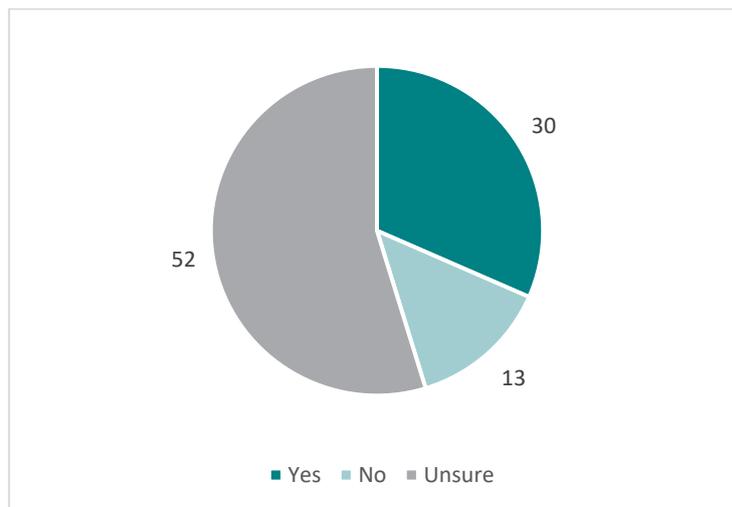


Figure 11. n = 95

This question was likely a difficult one to answer for many respondents given a large portion of them had mentioned that ‘family, friends or themselves’ were who they looked to for guidance in making life decisions. Therefore, it is understandable that 55% of respondents to this question said they were ‘unsure’ if those who they looked to for guidance address the needs of our diverse community.

Thirty respondents selected ‘yes’, they felt those they looked to for guidance on life decisions did address the needs of our diverse community and do include newcomers. These respondents had selected either ‘other’ (18) and predominantly mentioned family, friends or themselves, employers (10), church leaders (4), government / local government elected members (4) and school leaders (2).

Do you believe the community where you live is accepting of different cultures and beliefs?

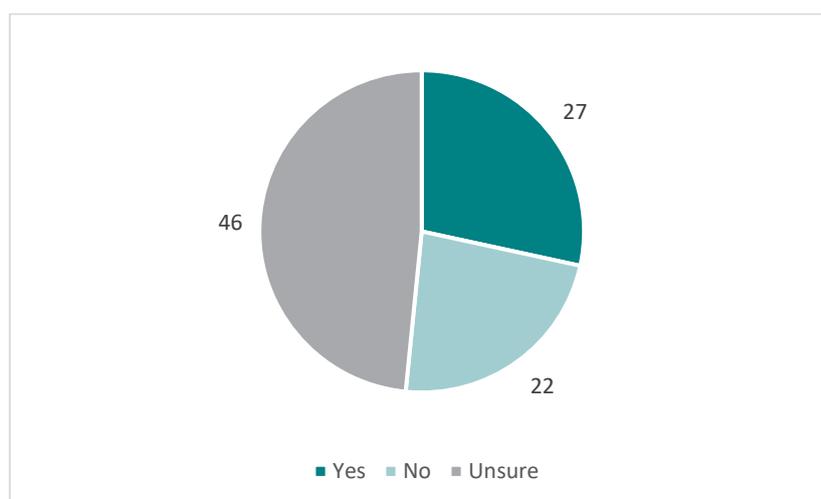


Figure 12. n = 95

While 28% of respondents answered that they believed their community was accepting of different cultures and beliefs, 22% believed their community was not accepting and

interestingly, 48% answered that they were unsure. Respondents were asked to provide an explanation as to why they felt the way they did.

Those who felt their community was accepting noted the presence of seasonal staff in the district as well as different religious and cultural groups that exist.

Reasons given for not being accepting of different cultures and beliefs include negative comments about people from different cultures and a general lack of diversity in the community. Some respondents felt that there was a perpetuation of negative stereotypes that filtered into lots of aspects of daily life. Many commented on the dynamics of a community whose demographics are shifting, with a community that may not be ready to embrace those changes.

How could our public spaces better reflect diversity and create a sense of community ownership?

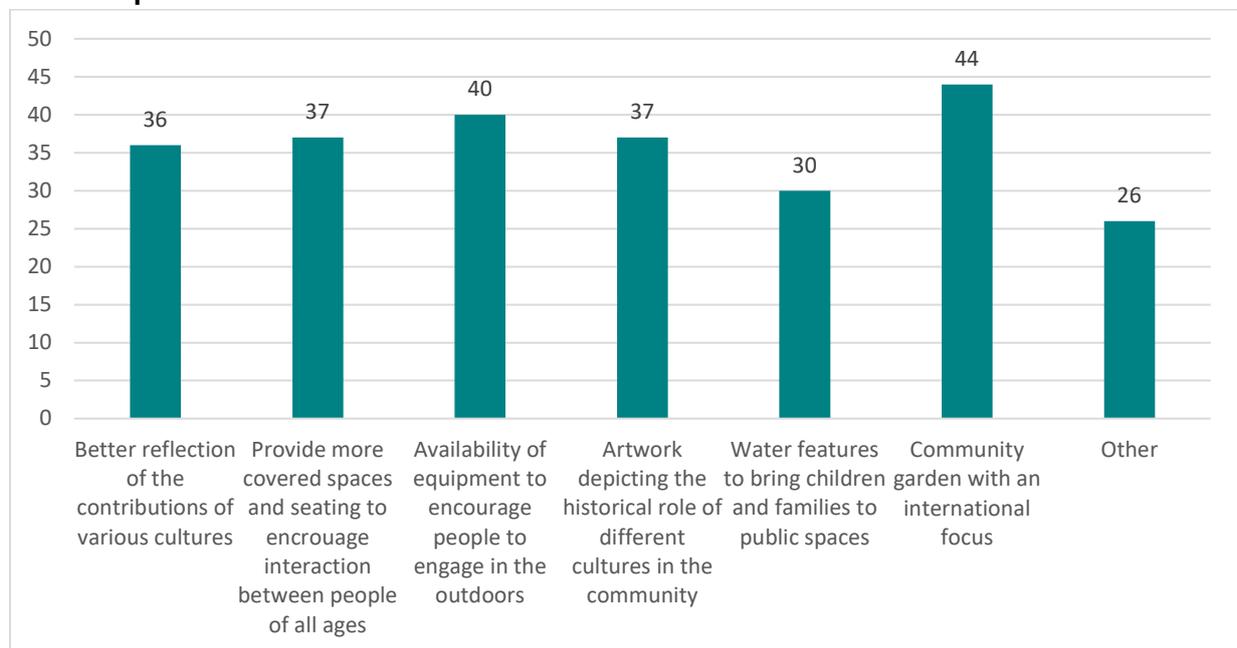


Fig 13. n = 95

Respondents were asked to select from a list of ways that public spaces could better reflect diversity and create a sense of community ownership. All the suggestions were popular with respondents with a ‘community garden with an international focus’ being the most commonly selected.

‘Other’ suggestions including an international food festival, ensuring mana whenua narrative is built into design elements, inclusive events celebrating all cultures, readily available information about public spaces / walking tracks, more family friendly activities and facilities, more free or affordable activities, a safe gathering space for people of all ethnicities, community events centre for indoor sports, community gym and dog parks.

Your work

Do you work in full-time or part-time paid employment?

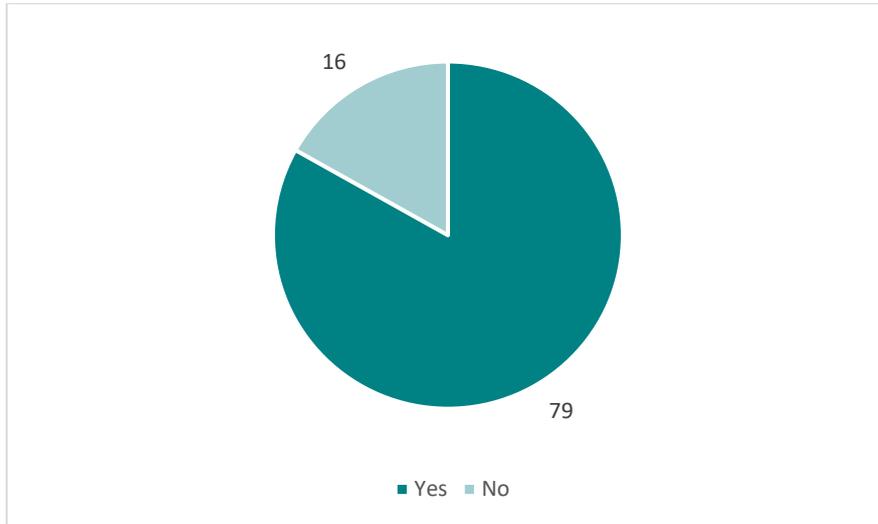


Fig 14. n = 95

Eighty-three percent of respondents were in full or part-time paid employment.

How likely are you to recommend your workplace to a friend or family member?

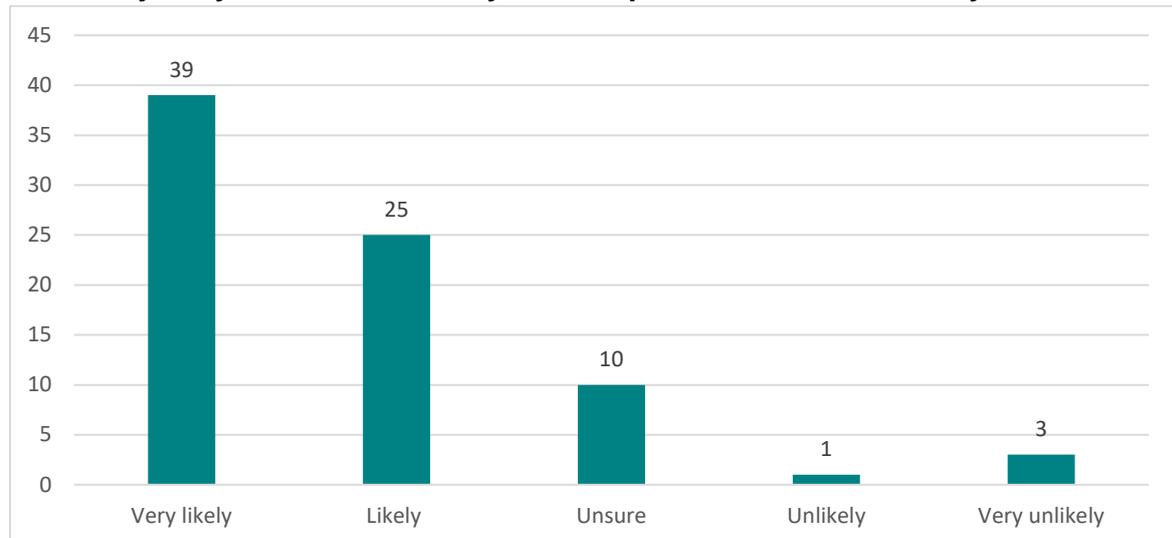


Fig 15. n = 78

Eighty-two percent of those who are in full or part-time paid employment were likely or very likely to recommend their workplace to a friend or family member. Only 5% of these respondents were unlikely or very unlikely to recommend their workplace.

Do you feel respected by your work team?

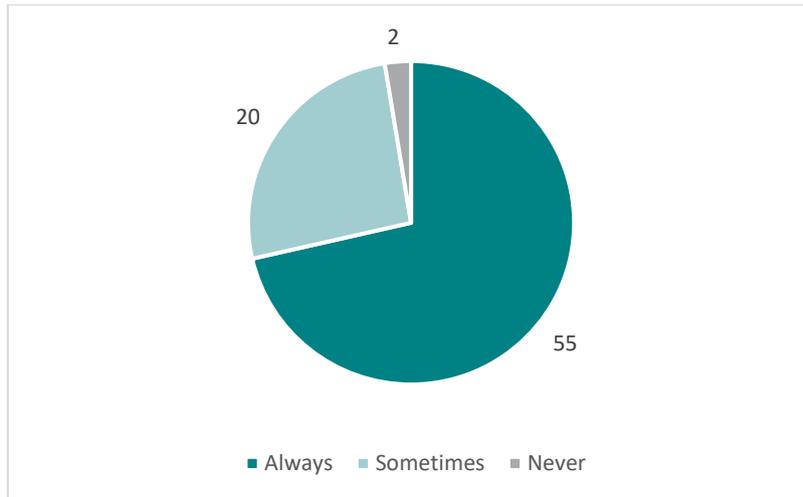


Fig 16. n = 77

Almost all respondents in paid employment (97%) said that they felt respected by their work team either some or all of the time.

Information and having your say

Where did you find information about clubs, community groups and council services when you first arrived?

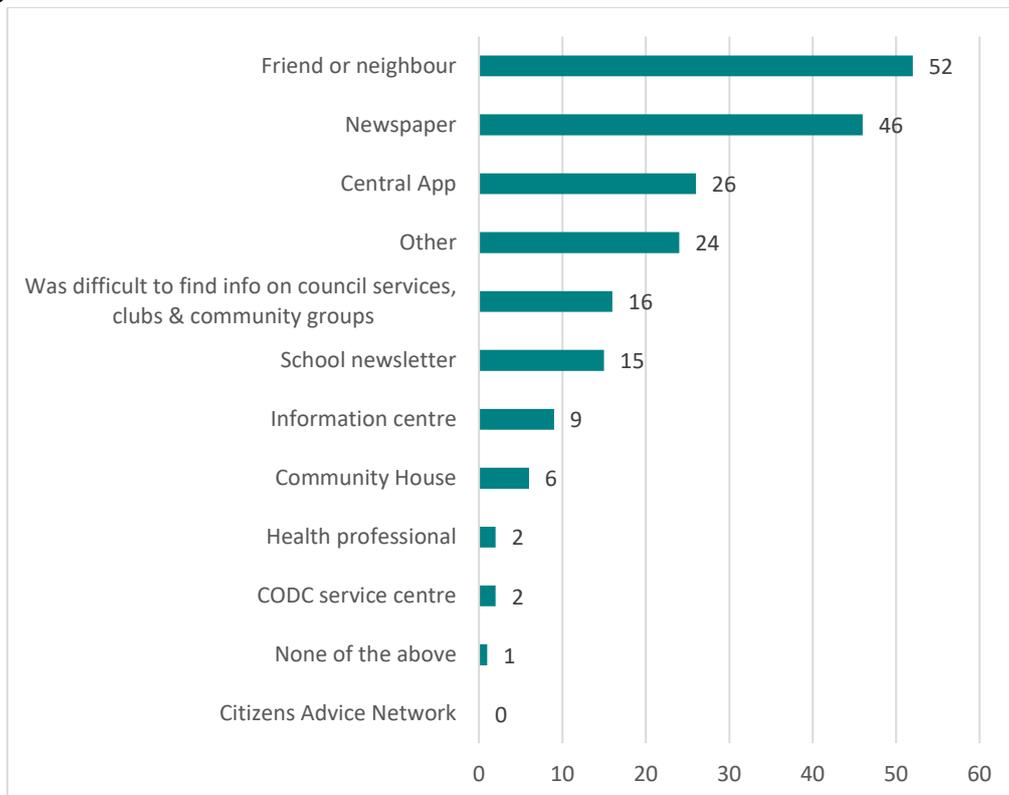


Fig 17. n = 95

The most common place where respondents found information about clubs, community groups and council services when they first arrived was from a friend or neighbour or by

reading the newspaper. The Central App and school newsletters were also places that newcomers found information. Sixteen respondents mentioned that it was difficult to find information on council services, clubs and community groups.

'Other' places that respondents found this sort of information included social media, local bulletins and newspapers, online community groups, search engines, libraries and council's website.

When you see messages and images from Central Otago District Council do you think they reflect the diversity of the community you live in?

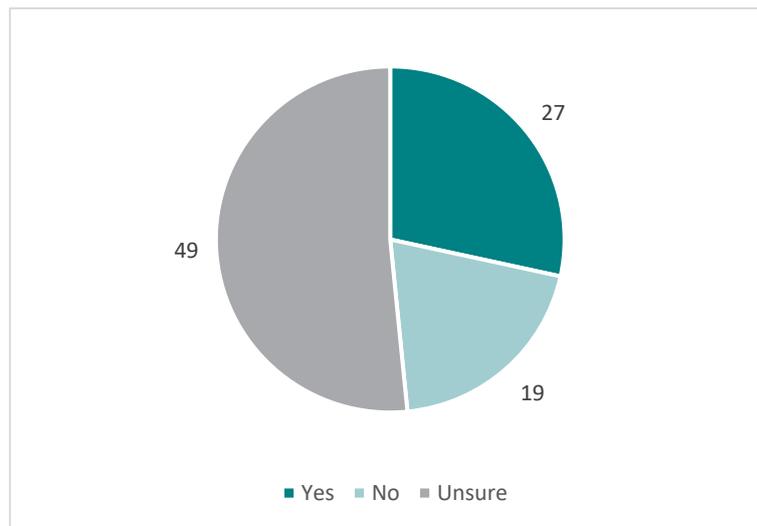


Fig 18. n = 95

Twenty-eight percent of respondents felt messages and images from Central Otago District Council were reflective of the diversity in their community and 20% felt they were not.

Over half of the respondents (52%) said they were unsure.

What do you think is missing from those messages and imagery?

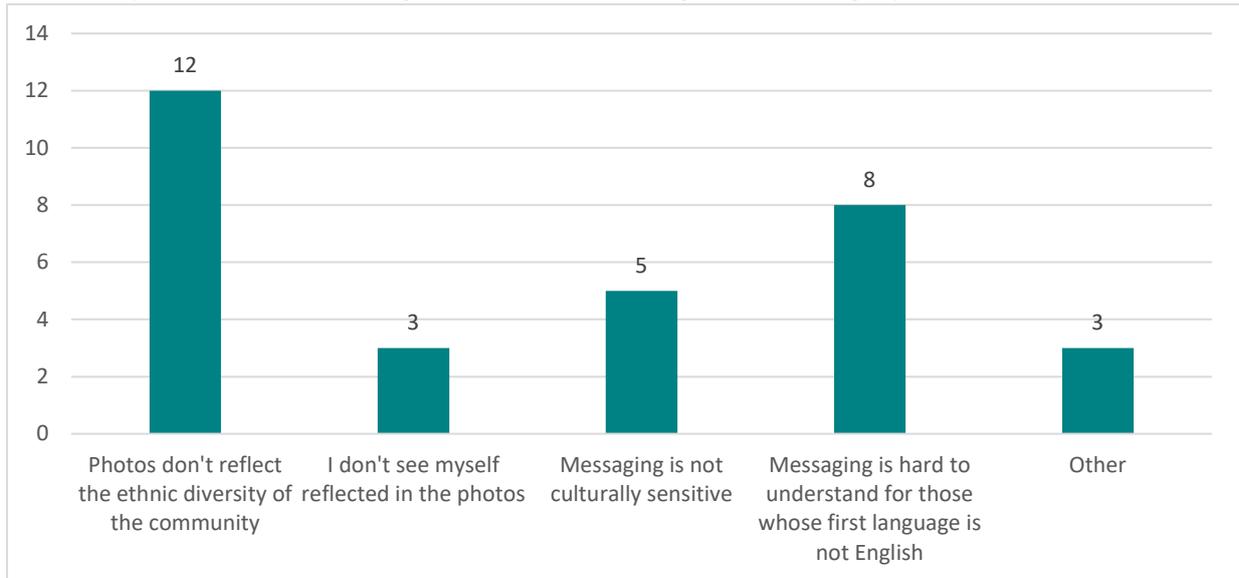


Fig 19. n = 19

Respondents who answered this question were asked to tick as many options as applied. The most commonly selected thing that they felt was missing from messages and imagery from Council was that photos don't reflect the ethnic diversity of the community and that the messaging is hard to understand for those whose first language is not English.

'Other' factors included that messaging is largely targeted at farmers rather than the wider community and that message was a bit 'hit and miss'.

As a newcomer, are you aware of opportunities to voice your opinions about Central Otago District Council projects and decisions, such as improvements to parks and playgrounds or changes to policies and bylaws?

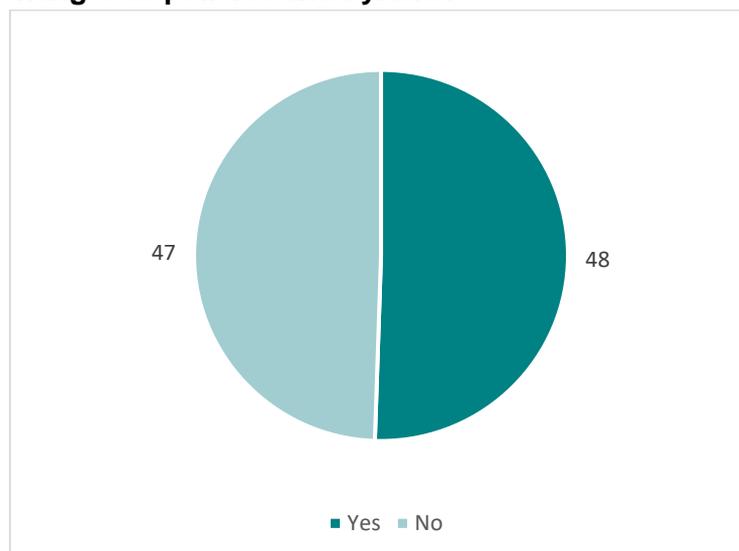


Fig 20. n = 95

There was an almost 50/50 split of respondents who are aware of opportunities to voice their opinions about Central Otago District Council projects and decisions and those who are not aware.

Adjusting to your new community

Which of the following do you enjoy most about your community?

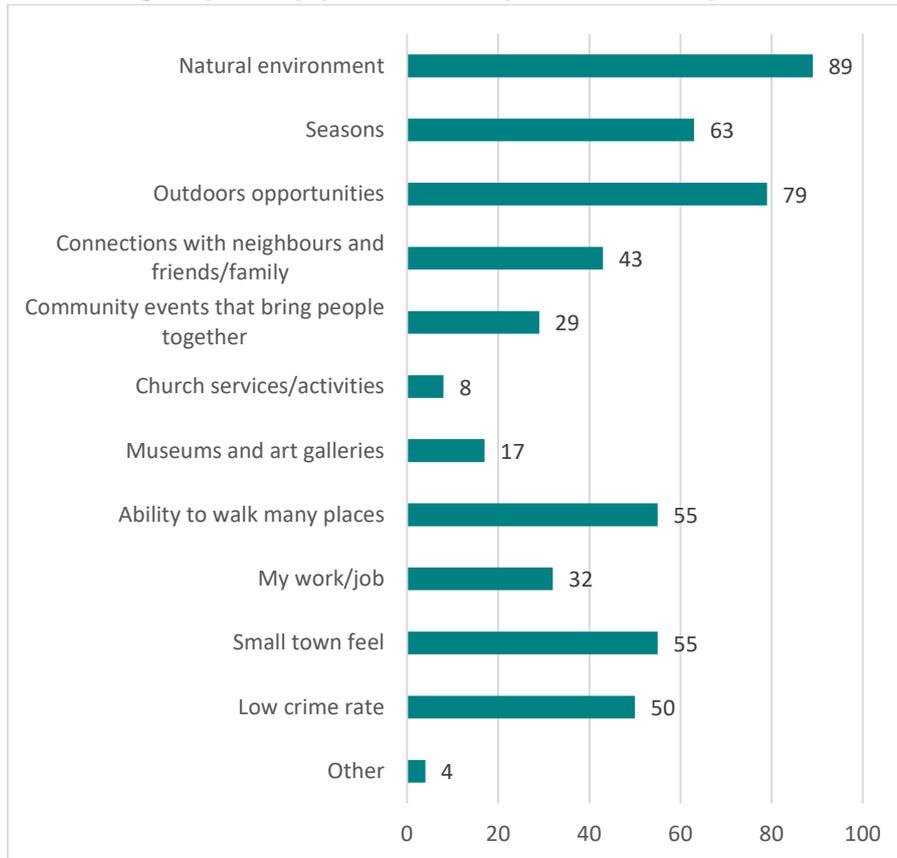


Fig 21. n = 95

The natural environment, outdoors opportunities and seasons are the things respondents enjoy the most about their community and where they live. Also, the ability to walk many places, the small-town feel, low crime rate and connections with neighbours, family and friends are all reasons respondents enjoy living in Central Otago.

These results are unsurprising given the most common reasons respondents moved to Central Otago were lifestyle, family and friends.

What was the hardest part about moving here?

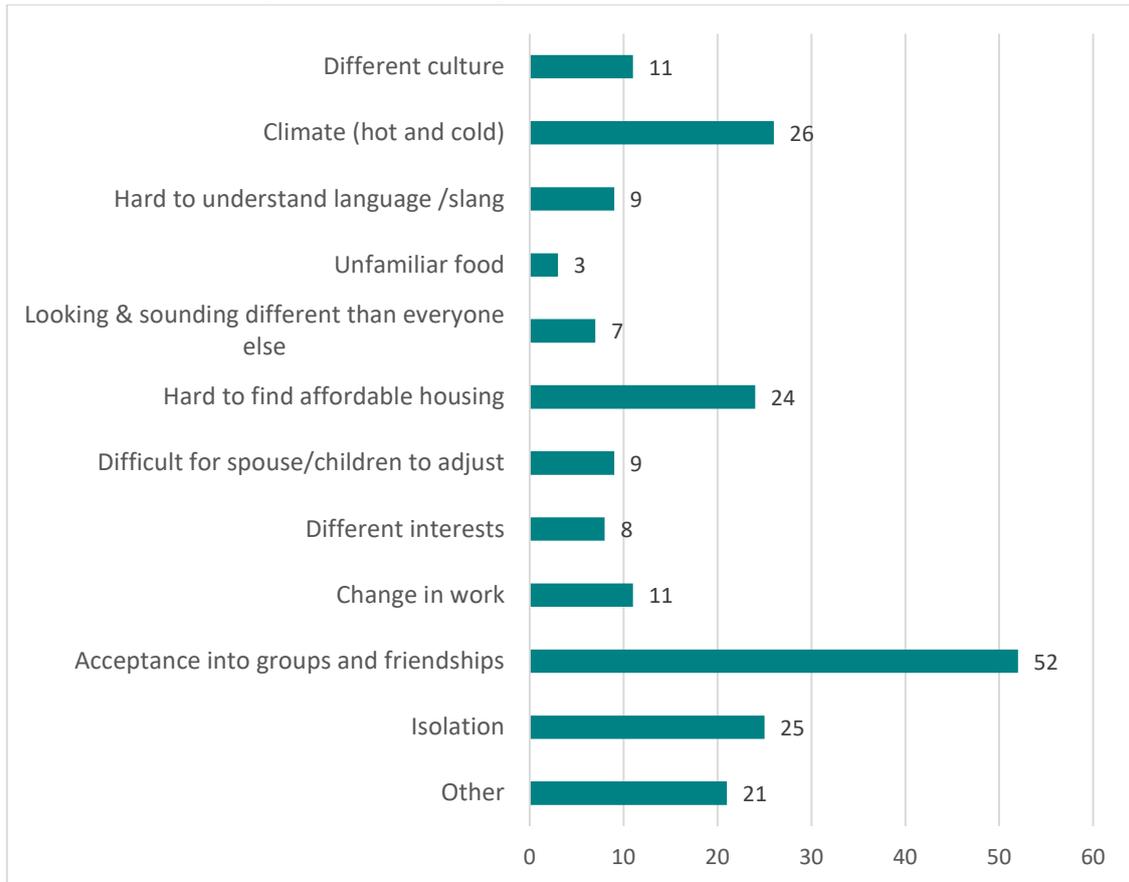


Fig 22. n = 95

The hardest part about moving to Central Otago for respondents was being accepted into groups and new friendships. The climate, access to affordable housing and isolation were also commonly selected reasons.

'Other' reasons included cost of living, finding it hard to find work, lack of public transport, limited arts opportunities and events, a decrease in income, limited access to health care, poor mental health support particularly for children, not many banks, limited retail options and services i.e. hairdressers.

Which of the following should the Welcoming Communities programme focus on to help make adjusting to this community a bit easier?

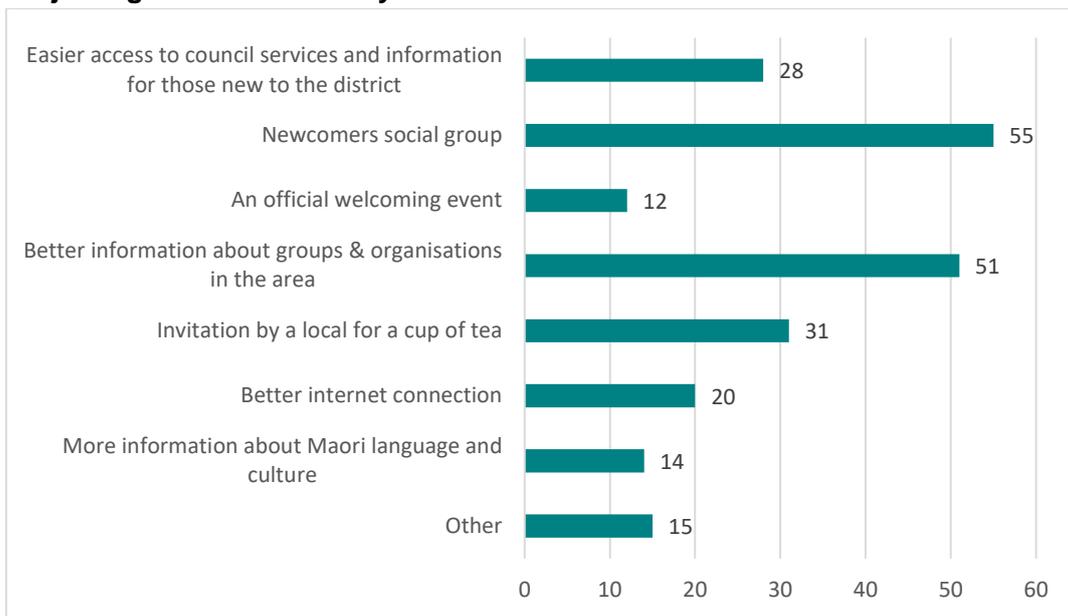


Fig 23. n = 95

A newcomer’s social group and better information about groups and organisations in the area were most commonly selected as things the Welcoming Communities programme could focus on to help make adjusting to the community easier for newcomers. ‘Invitation by a local for a cup of tea’ and ‘easier access to council services and information’ were also selected by respondents.

Demographics

This section was not compulsory. Ninety-one respondents completed this information.

Age

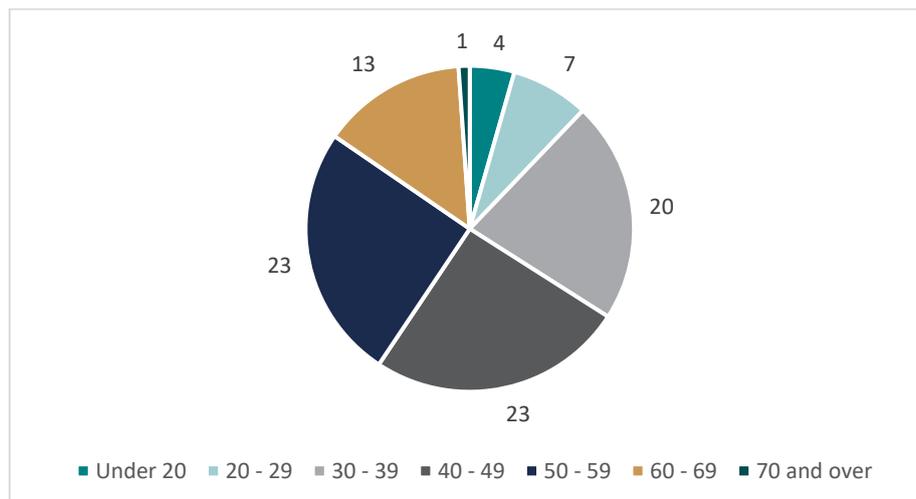


Fig 24. n = 91

There was a good spread of respondents across the age brackets with a relatively even number from 30 – 39, 40 – 49 and 50 – 59 age groups. The large majority (73%) are

between the ages of 30 and 59. This result is unsurprising as people are likely to relocate during this time of their lives.

Gender

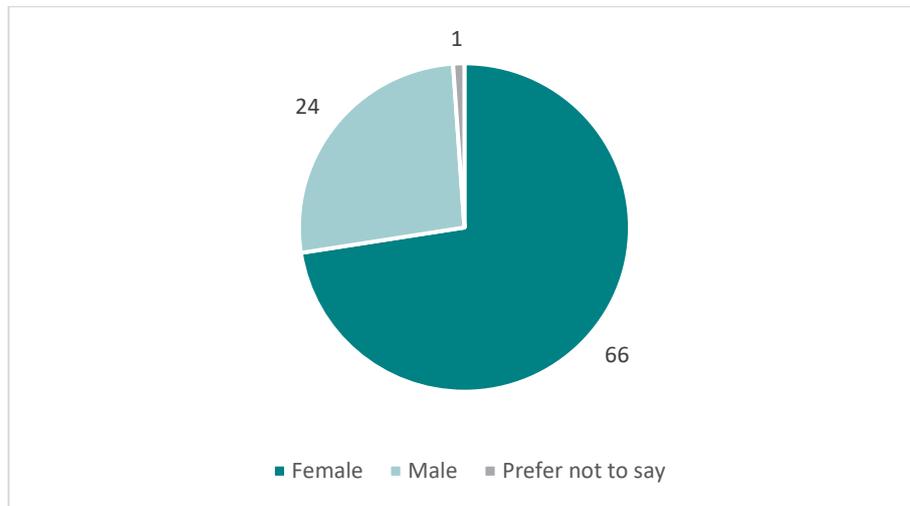


Fig 25. n = 91

The majority of respondents to this survey are female (73%), with 26% male and 1 respondent preferring not to say.