

DEVELOPMENT OF A DISTRICT VISION & WELLBEING FRAMEWORK FOR CENTRAL OTAGO

THE VOICE OF THE COMMUNITIES OF CENTRAL OTAGO

18 June 2024

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BACKGROUND AND OBJECTIVES

Central Otago District Council is developing a 50-year Vision for the Central Otago district, supported by a Wellbeing Framework. The Wellbeing Framework will articulate the aspirations of the Central Otago community over a 50-year horizon, with respect to the four wellbeings (social, cultural, economic, and environmental).

The Vision and Wellbeing Framework will be created through engagement with mana whenua and conversations with the communities of Central Otago, including residents, local and central government agencies, place-based organisations, funders, and other stakeholders.

In embarking upon this work, it was important to ensure:

- The community felt part of the process.
- Consideration was given both to place-based and interest-based community groups.
- Community influencers and leaders were involved and bought into the vision and its direction.
- General agreement/consensus was achieved and maintained as the project progressed.
- The communities of Central Otago appreciated the value of the district Vision and could relate both to its content and how it was developed (i.e. could see themselves in it).
- The work provides a fundamental guide for Council and other agencies for the future direction of Central Otago (i.e. it provides the 'why').
- Sector-specific opportunities can be identified – i.e. what outcomes should be prioritised; what principles should be embedded in the process.
- CODC staff are involved and feel a sense of ownership in relation to the Vision and Wellbeing Framework.

Angus & Associates, in association with Glenys Coughlan (The Pyjama Strategist), was commissioned to implement a comprehensive and robust programme of research to inform the Vision and Wellbeing Framework and to ensure that it is grounded in an understanding of community sentiment and aspirations. This was enabled both by professionally managed qualitative research and robust and insightful quantitative research, undertaken with a citizen sample representative of Central Otago's population.

METHODOLOGY

The research has been conducted over several stages, including:

Secondary Research:

- A review of earlier and other work, including Spatial Plans, the District's Destination Management Plan and neighbouring Councils' work with Mana Whenua, such as Dunedin City Council Te Taki Haruru - Māori Strategic Framework and Queenstown Lakes District Council's Spatial Plan.

Qualitative Community Engagement (with approximately n=100 citizens of Central Otago):

- A foundation workshop with key CODC project and wider team members.
- A series of conversations with Aukaha and consideration of Kāi Tahu Values and the role of cultural practices in delivering on the desired states of wellbeing.
- Comprehensive community engagement, including four workshops (or focus groups) with Central Otago citizens (one apiece in Alexandra, Cromwell, Roxburgh and Ranfurly); one focus group with youth / rangatahi (residents aged 15-18 years); one focus group with residents of a diverse set of cultural backgrounds; one workshop with elected members (facilitated by Angus & Associates); and three workshops with key community representatives and stakeholders (facilitated by CODC).

The secondary research, and input from the qualitative research, informed the design of a larger-scale community survey as below.

Community Survey with Central Otago Residents

The survey questionnaire was designed in consultation with CODC, and the survey ran online between 19 February 2024 to 20 March 2024. The final survey sample comprised n=493 respondents aged 18 years or more, with 481 being residents or holiday homeowners in Central Otago and n=12 respondents who had other connections with Central Otago. A supplementary sample of n=57 children aged 5-14 was achieved by asking caregivers with children in this age group to ask their children several targeted questions.

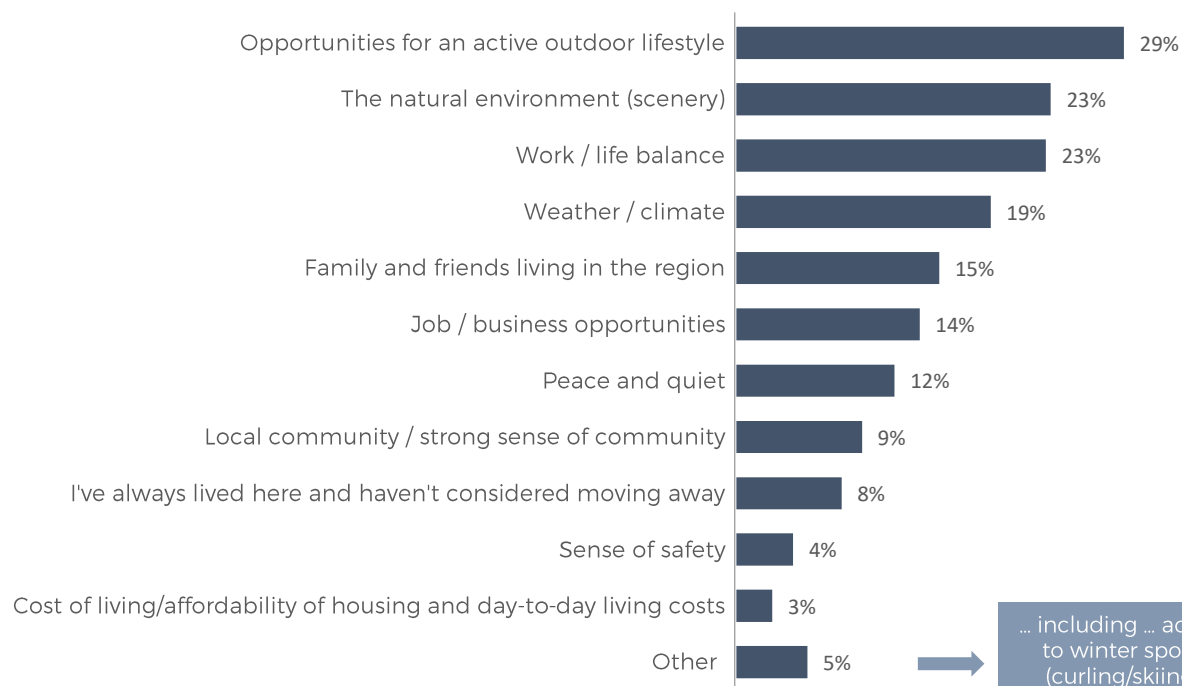
The sample was developed using an extensive communication and community engagement programme managed by CODC, which ran from September 2023 to March 2024. Residents were invited to register (opt in) to participate in 'Shaping Tomorrow Together – The Central Otago Wellbeing Project'. They were also offered a direct-to-survey link, once the survey was live. Following quality control and data cleaning procedures, the final survey sample was weighted to reflect the characteristics of Central Otago's population aged 18 years or more, with regards to ward, gender and age, and based on 2018 Census NZ data. This report sets out the findings of the Community Survey.



**MOTIVATIONS FOR LIVING
IN CENTRAL OTAGO**

MOTIVATIONS FOR LIVING IN CENTRAL OTAGO

What is the main reason you choose to live in Central Otago? Please select 1 or 2 options only.



... including ... access to winter sports (curling/skiing), small town vibe, art, culture and heritage, access to 'caring' services, environmental concerns and work opps, tranquillity ...

Significant demographic differences

Cromwell Ward

- More likely (main reason choose to live ...) – natural environment, scenery.
- Less likely (main reason choose to live ...) – always lived there.

Maniototo Ward

- Less likely – opportunities for an active outdoor lifestyle.

Teviot Valley Ward

- More likely – Always lived here.
- Less likely – opportunities for an active outdoor lifestyle, work/life balance, weather/climate.

30-39 years - More likely – sense of safety / Less likely – weather/climate.

40-49 years - Less likely – always lived here.

50-59 years - Less likely - always lived here.

60-69 years - More likely – natural environment / Less likely - sense of safety.

70-79 years - Less likely – opportunities for active outdoor lifestyle, work/ life balance.

Females – More likely - family and friends.

Males – Less likely family and friends.



**CENTRAL OTAGO
ATTRIBUTES**

CURRENT ATTRIBUTES – CENTRAL OTAGO

Which of these words would you say best describe Central Otago as a whole? Please select up to ten options only.



Top 10 most selected words

Peaceful	59%
Safe	55%
Traditional in its values	35%
Healthy	34%
Changing / evolving	33%
Welcoming	33%
Grounded	24%
Remote	24%
Simple	24%
Conservative	23%
Base: Total sample	n=481

CURRENT ATTRIBUTES – OWN COMMUNITY

Which of these words would you say best describe the part of Central Otago you [own a holiday home / work from].
Please select up to ten options only.



Top 10 most selected words

Safe	59%
Peaceful	53%
Welcoming	31%
Healthy	28%
Changing / evolving	28%
Traditional in its values	27%
Simple	26%
Supportive	21%
Remote	20%
Honest	20%
Base: Total sample	n=481

DESIRED FUTURE ATTRIBUTES – CENTRAL OTAGO

Which of these words would you say best describe your vision for Central Otago in the future.
Please select up to ten options only.



Top 10 most selected words

Safe	51%
Sustainable	46%
Peaceful	40%
Healthy	39%
Well-planned	36%
Welcoming	36%
Affordable	35%
Full of opportunity	34%
Resilient / strong	30%
Progressive	28%
Base: Total sample	n=481

ATTRIBUTES – DIFFERENCES BY WARD

Which of these words would you say best describe Central Otago as a whole? Please select up to ten options only.
 Which of these words would you say best describe the part of Central Otago you [own a holiday home / work from]. Please select up to ten options only.
 Which of these words would you say best describe your vision for Central Otago in the future. Please select up to ten options only.

... best describes Central Otago as a whole

Vincent Ward

- More likely (to describe Central Otago as a whole) - traditional, simple.
- Less likely (to describe Central Otago as a whole) - welcoming, thriving, exciting, forward thinking.

Cromwell Ward

- More likely - changing/evolving, full of opportunity, thriving, vibrant, diverse population, entrepreneurial, exciting, progressive, forward thinking.
- Less likely - traditional in its values.

Maniototo Ward

- More likely - resilient / strong, proud, adaptable.
- Less likely - changing/evolving, grounded, thriving, vibrant, accepting.

Teviot Valley Ward

- More likely - welcoming.
- Less likely - changing/evolving, honest, prosperous, multicultural, collaborative/cooperative.

... best describes the part of Central Otago in which you live, own a holiday home ...

Vincent Ward

- More likely (to describe the part of Central Otago you live, own a holiday home...)- caring, collaborative/cooperative
- Less likely (to describe the part of Central Otago you live, own a holiday home...)- prosperous, vibrant.

Cromwell Ward

- More likely - changing / evolving, thriving, diverse population, vibrant, exciting, entrepreneurial, forward thinking.
- Less likely - traditional in its values, simple, honest, conservative, caring, predictable.

Maniototo Ward

- More likely - Remote, innovative.
- Less likely - healthy, supportive, creative.

Teviot Valley Ward

- More likely - honest.
- Less likely - changing/evolving, full of opportunity, resilient/strong, thriving, collaborative/cooperative, inclusive, progressive.

... best describe your vision for Central Otago in the future ...

Vincent Ward

- More likely (to describe your future vision for Central Otago...)- vibrant, supportive, grounded, spontaneous.
- Less likely (to describe your future vision for Central Otago- well planned.

Cromwell Ward

- More likely - well planned, multi-cultural,
- Less likely - collaborative/cooperative, accepting, adaptable, proud, spontaneous.

Maniototo Ward

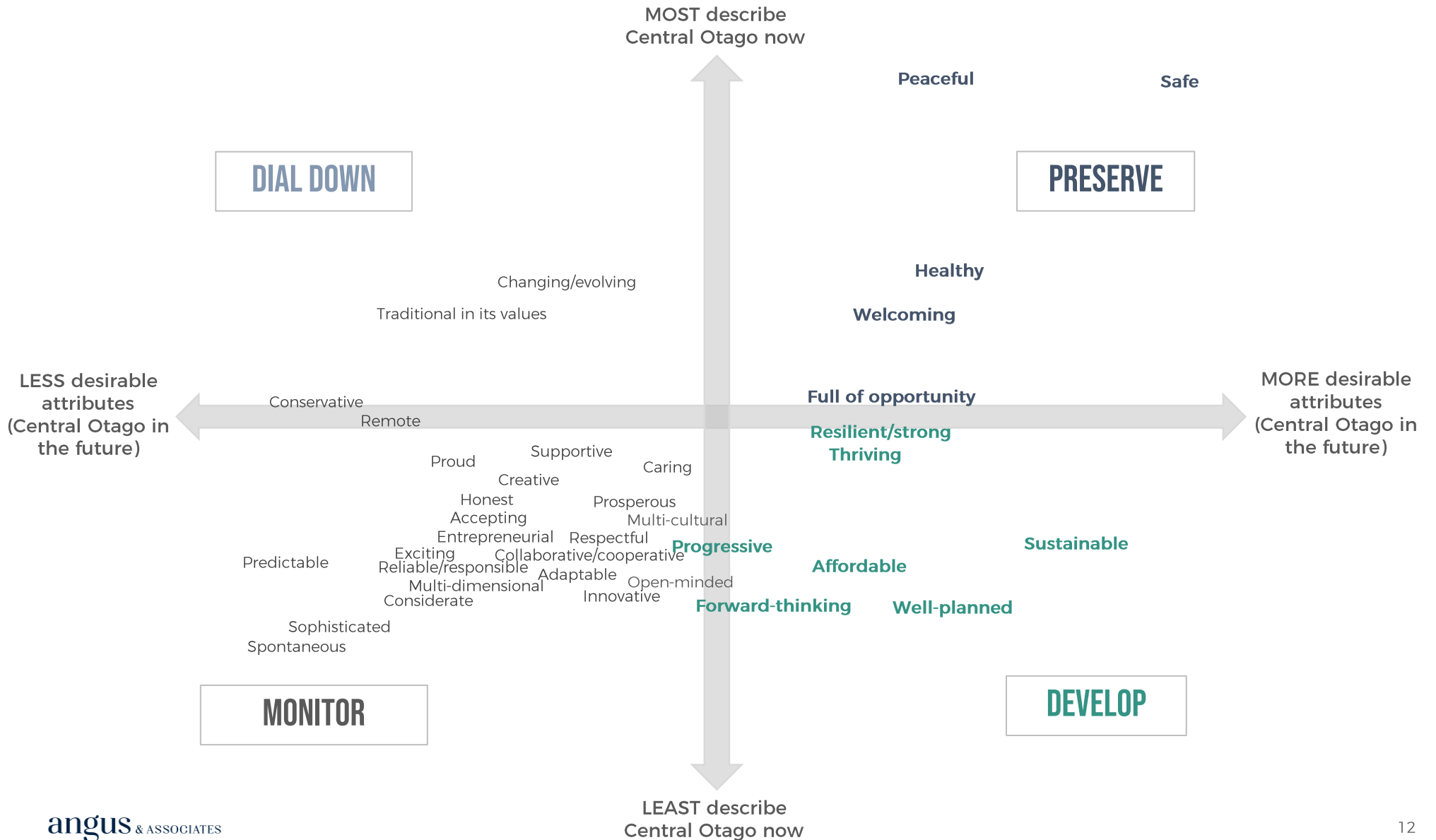
- More likely - collaborative/cooperative, honest, proud, reliable/responsible.
- Less likely - healthy, well planned, open-minded, vibrant, inclusive, supportive.

Teviot Valley Ward

- More likely - affordable.
- Less likely - sustainable, resilient/strong, innovative, prosperous, vibrant, connected, multicultural, entrepreneurial, proud, grounded, considerate.

CURRENT VS. DESIRED FUTURE ATTRIBUTES

This chart plots the attributes used to describe Central Otago **now** against those chosen to describe Central Otago as citizens would like to see it in the **future**. This highlights the attributes that citizens would like to see preserved, those that can be 'dialled down', and priorities for development.





**WELLBEING IN
CENTRAL OTAGO**

FACTORS CONTRIBUTING TO WELLBEING

Which of these factors would you say are most important to the wellbeing of you and your family/whānau?
Please select all that apply.



FACTORS CONTRIBUTING TO WELLBEING – DIFFERENCES BY WARD

Which of these factors would you say are most important to the wellbeing of you and your family/whānau? Please select all that apply. If you had to choose , which (up to 10) would you say are most important? And the three most important?

... most important factors

Vincent Ward

- More likely (to say these factors are most important to the wellbeing of you and your family/ whānau) - sense of belonging.

Cromwell Ward

- Less likely (to say these factors are important to the wellbeing of you and your family/ whānau) - sense of belonging.

Maniototo Ward

- More likely – feeling strong and healthy, living in a democratic community, access to affordable housing/affordable day to day living costs, good access to natural resources (such as land and water), welcomes technology and encourages innovation, freedom of expression is respected, business and entrepreneurship are valued, a prosperous community.

Teviot Valley Ward

- Less likely – committed to protecting and enhancing its natural environment, infrastructure and a built environment that is fit for the future, business takes place in harmony with the environment, living in a democratic community, where the ‘collective good’ is more important than the individual good, good transport access/choices, welcomes technology and encourages innovation, people embrace the rhythm of the changing seasons, a prosperous community.

... 10 most important factors

Vincent Ward

- More likely (to say these top ten factors are contributing to wellbeing) – encourages the expression of culture.
- Less likely (to say are these top ten factors are contributing to wellbeing) - values and respects all cultures and traditions, embraces science, innovation and technology

Cromwell Ward - No significant differences.

Maniototo Ward

- More likely – embraces, science, innovation and technology, values/rewards hard work and self-sufficiency.
- Less likely – Everyone can afford to live a satisfying, healthy and fulfilling life, access to a wide choice of community groups, vibrant community, values diversity, opportunities for all citizens to realise their personal goals

Teviot Valley Ward

- More likely - where everyone is treated fairly and equally, opportunities for all citizens to realise their personal goals
- Less likely – committed to protecting and enhancing its natural environment, access to a healthy natural environment for leisure and recreation, feeling strong and healthy, having infrastructure and a built environment, where business takes place in harmony with the environment, embraces science, innovation and technology, embraces the knowledge and cultural practices of mana whenua, a prosperous community.

... top three most important factors

Vincent Ward

- More likely (to say these top three factors are contributing to wellbeing...)- feeling a sense of belonging, welcomes technology and encourages innovation.
- Less likely (to say these top three factors are contributing to wellbeing) - living in a place that values/rewards hard work and self-sufficiency.

Cromwell Ward

- More likely - having infrastructure and a built environment that is fit for the future, embraces science, innovation and technology to protect and enhance its environment.

Maniototo Ward

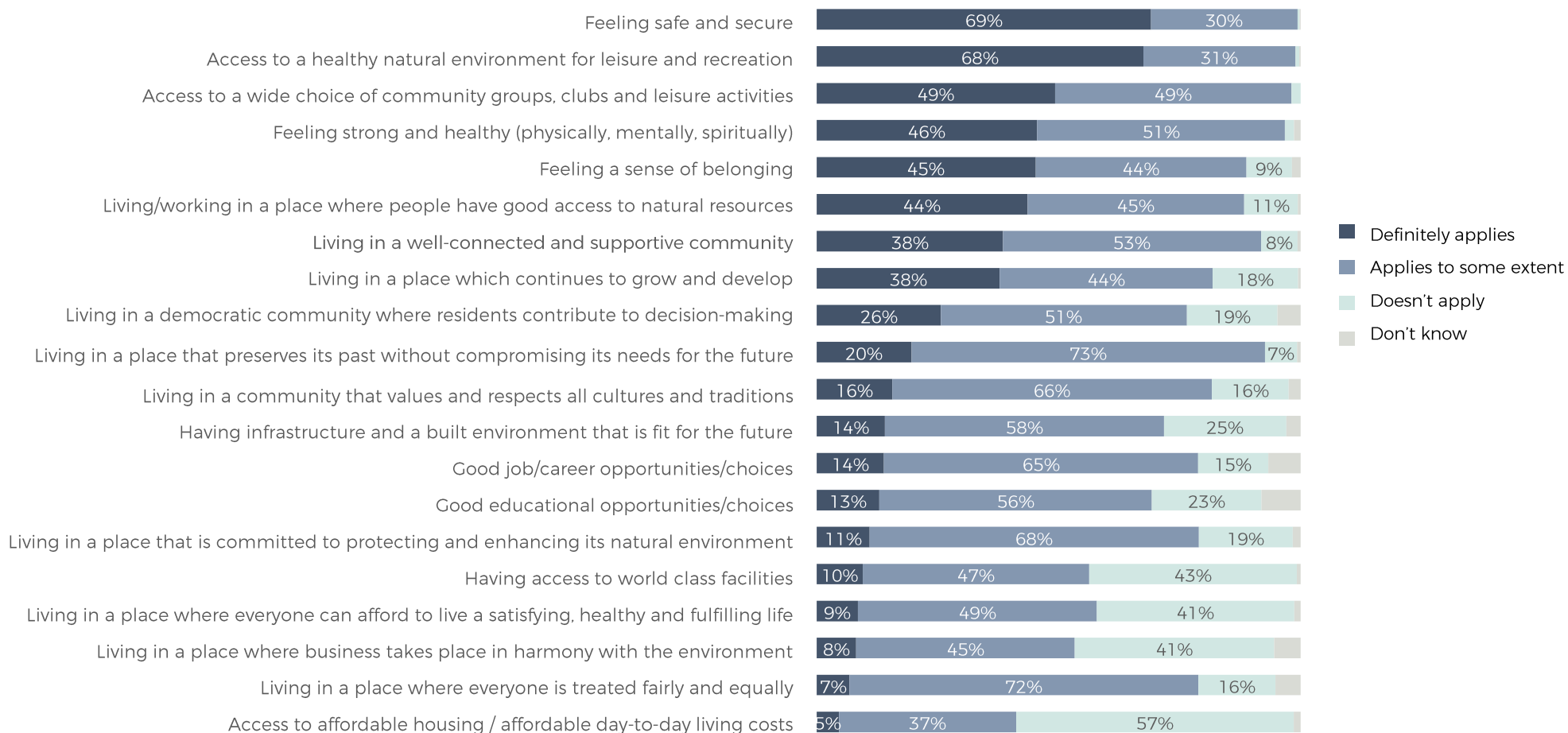
- More likely – values/rewards hard work and self-sufficiency.
- Less likely – everyone can afford to live a satisfying, healthy and fulfilling life.

Teviot Valley Ward

- More likely - where everyone is treated fairly and equally, a community that values and respects all cultures and traditions, provides opportunities for all citizens to realise their personal goals and ambitions
- Less likely – committed to protecting and enhancing its natural environment (landscapes, clear air, and skies), business takes place in harmony with the environment (and not at the expense of it).

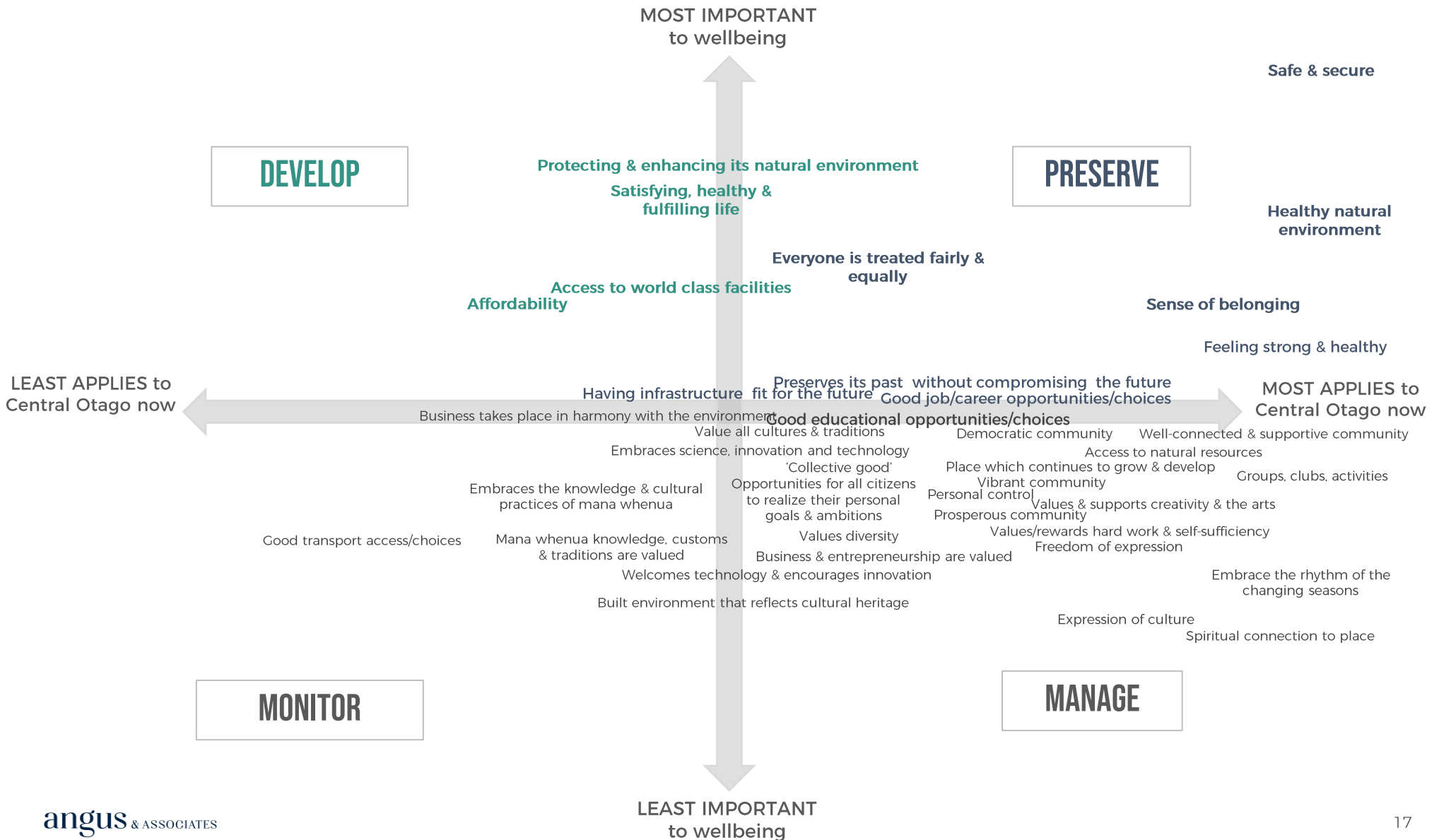
EXTENT TO WHICH FACTORS APPLY TO CENTRAL OTAGO

To what extent do these descriptions currently apply to Central Otago and your experience of the District?



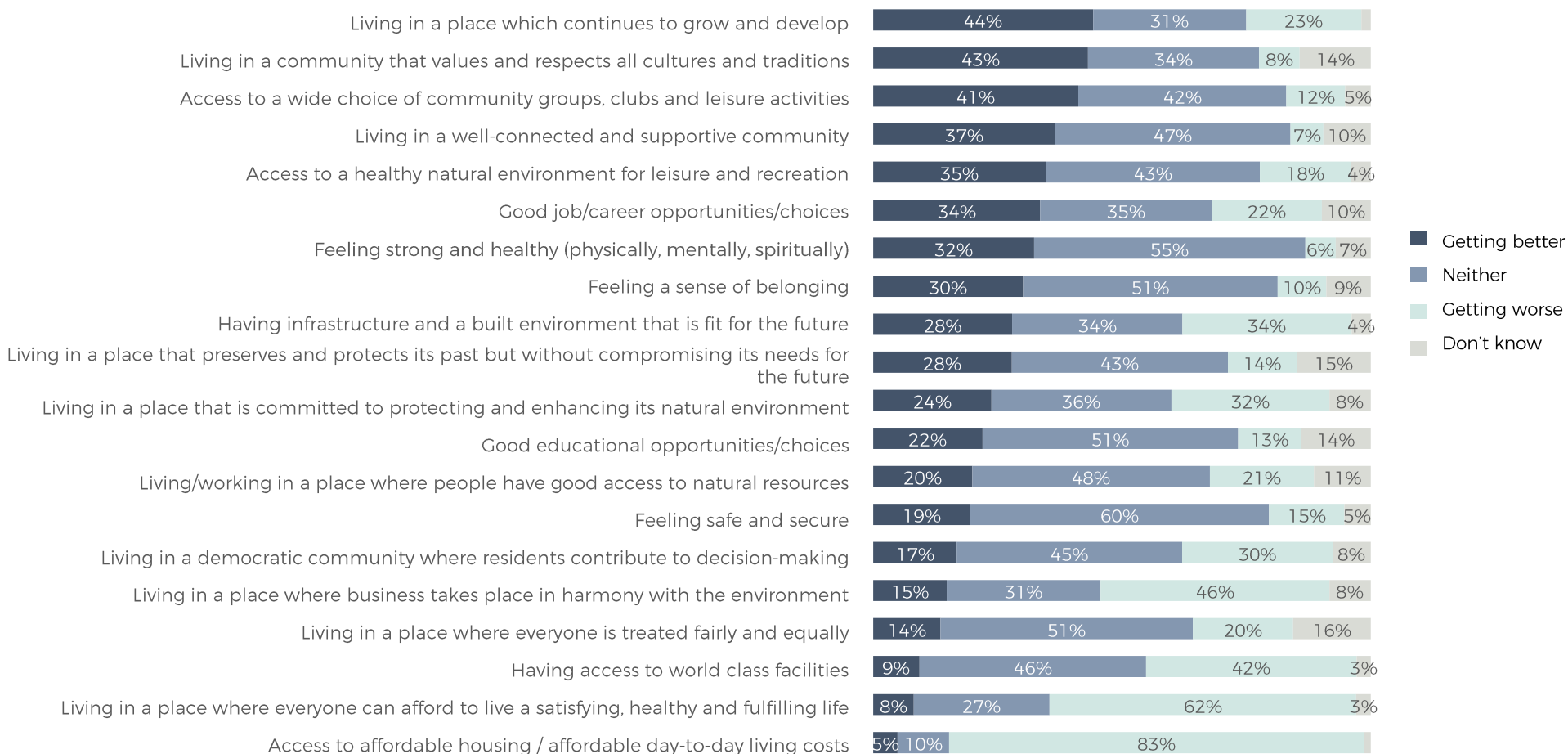
WHERE DOES CENTRAL OTAGO CURRENTLY SIT ON THE FACTORS MOST IMPORTANT TO COMMUNITY WELLBEING?

This chart plots the characteristics of Central Otago against those considered **most important** to the wellbeing of people and place. This highlights important regional characteristics to **preserve**, and others to **develop**. It is noted that all characteristics are considered important to some extent – or by some citizens – and require monitoring and/or management.



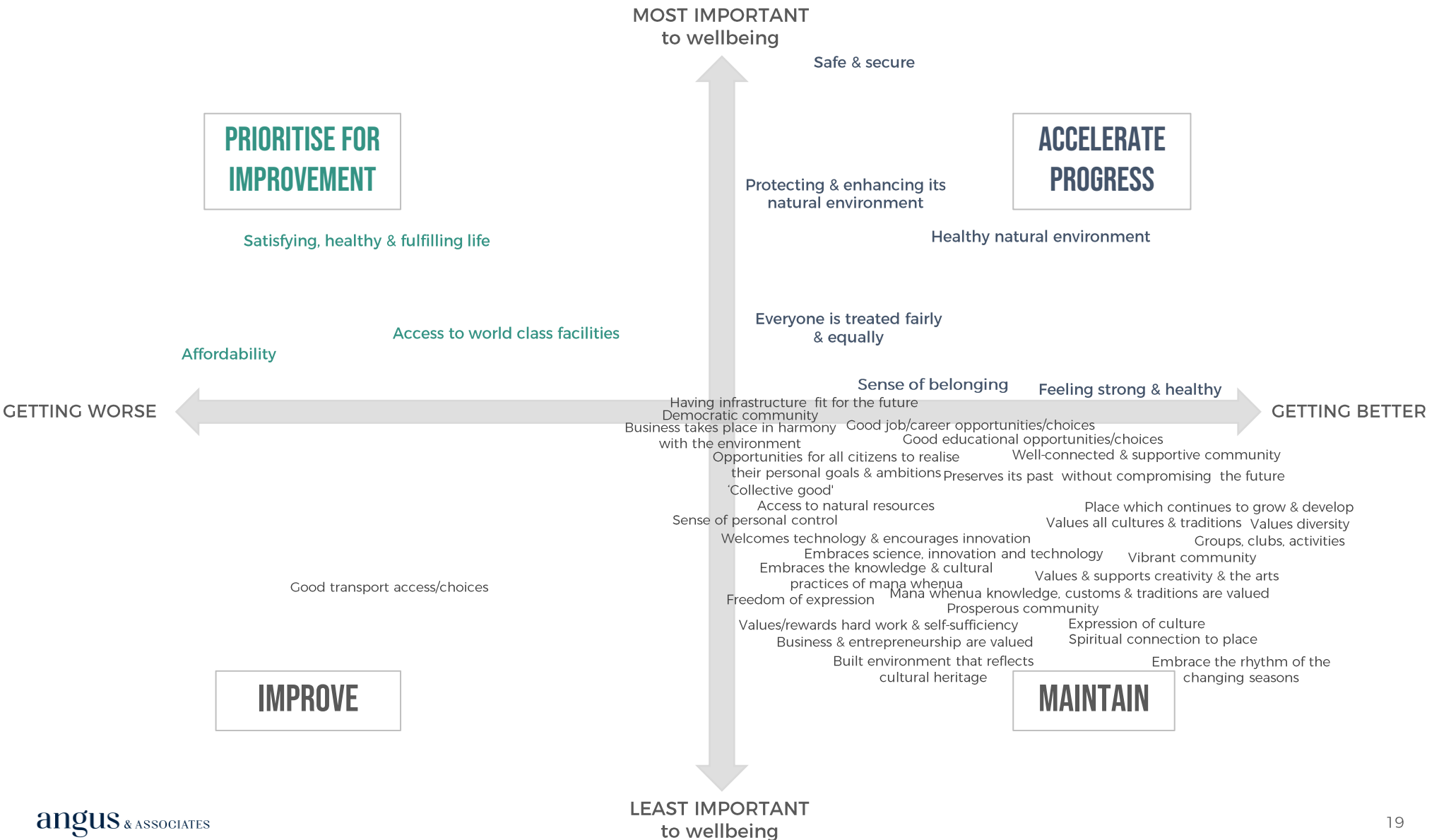
EXTENT TO WHICH ASPECTS OF LIFE ARE CHANGING IN CENTRAL OTAGO

And would you say that, in general, these aspects of life in Central Otago are getting better, getting worse, or neither (are not changing)?



HOW ARE WE TRACKING ON THE FACTORS MOST IMPORTANT TO WELLBEING IN CENTRAL OTAGO?

This chart plots **progress** on the factors considered **most important** to the wellbeing of communities in Central Otago. Overall, the analysis paints a positive picture of progress, especially on the factors that contribute most strongly to wellbeing in Central Otago. Priorities for improvement relate to **affordability**, **equity** (the opportunity for everyone in Central Otago to live a 'satisfying, healthy and fulfilling life') and **access to world-class facilities** (such as healthcare, education and infrastructure).



BALANCING THE WELLBEINGS

How much should Central Otago focus on each of the four wellbeings (Economic, Social, Environmental and Cultural) areas if it is to achieve your vision for the future. You have 100 points to 'spend' across all four areas Please use all 100 points.



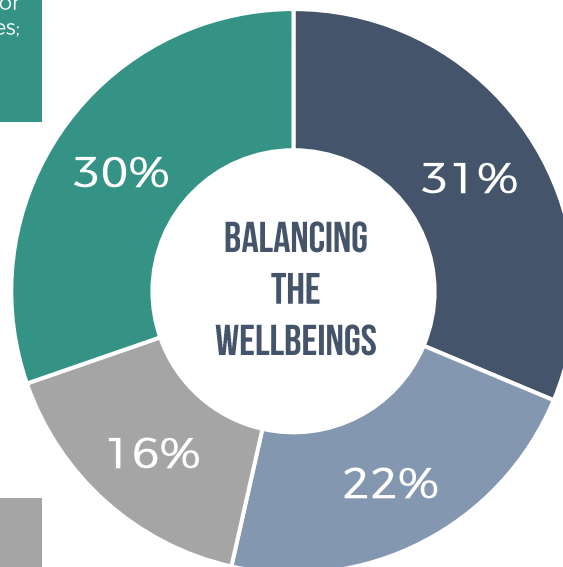
A positive economic impact

e.g. providing jobs/employment; creating opportunities for entrepreneurship and development of tourism businesses; contributing to other sectors of the local economy through visitor expenditure



A positive impact on the environment

(e.g. building an understanding and appreciation of the natural environment; contributing funds for conservation; encouraging volunteer activity such as tree-planting; creating demand for active transport)



A positive cultural impact

(e.g. providing new and enjoyable experiences for locals and visitors; providing opportunities for recreation and physical/mental health benefits; encouraging cross-cultural exchange; providing opportunities to learn new skills)

Significantly more support for social wellbeing in Vincent Ward and less in Maniototo Ward

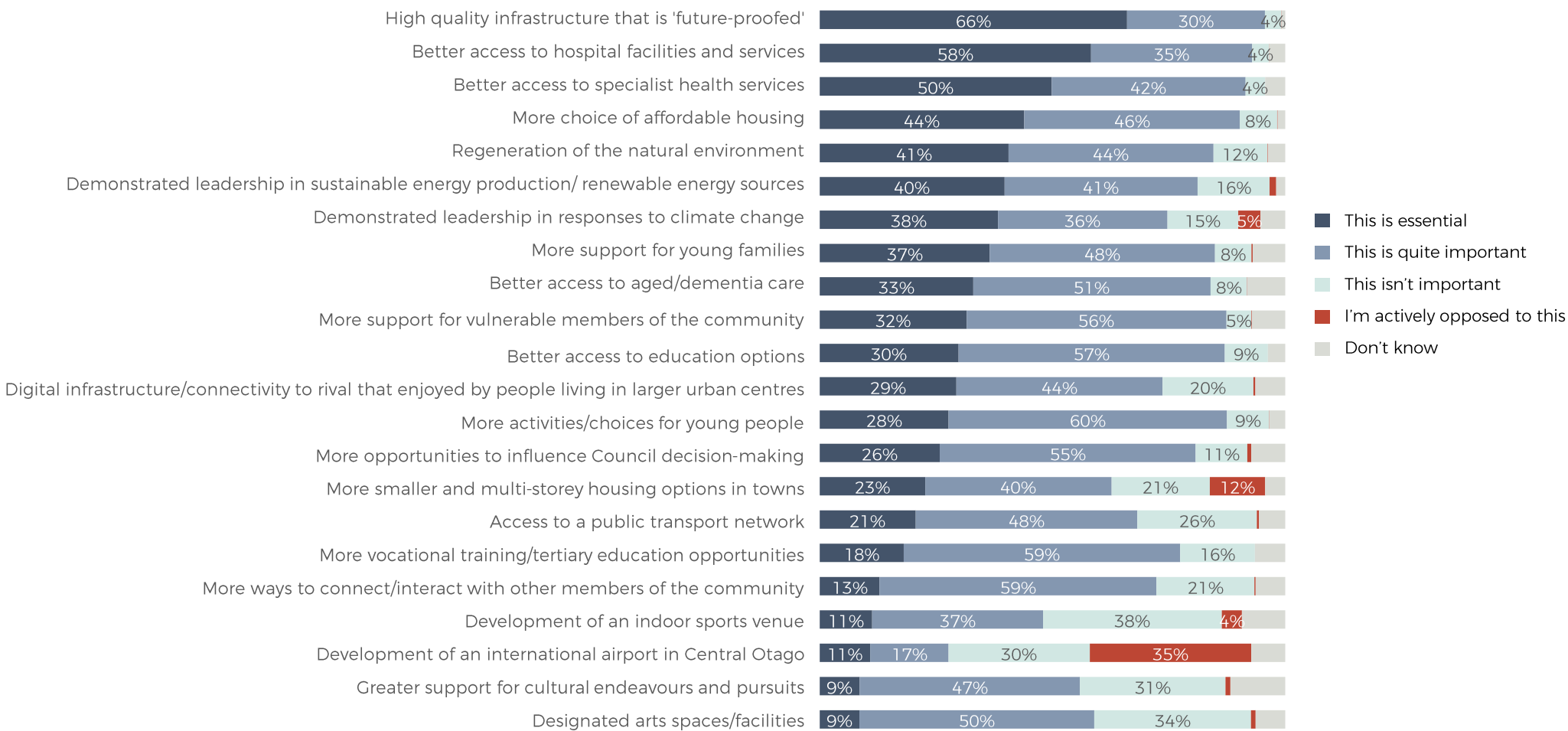


A positive impact on communities (social wellbeing)

(e.g. creating amenities, services and events for local people to enjoy; building vibrant communities; generating local pride)

SUPPORTING ACTIONS

How important are each of the following in bringing your vision for Central Otago to life?





**PERSPECTIVES OF
CHILDREN**

WHAT CHILDREN LIKE BEST ABOUT LIVING IN CENTRAL OTAGO

What are the things you like best about the place or town where you live? Please select all that apply

Participants with children in their households aged 5-14 years, were asked if they would ask their child (in this age group with the last birthday) three additional questions. N=57 did so. A summary of feedback follows:



Base : Children aged 5-14 (n=57)

WHAT CHILDREN WOULD ADD TO MAKE CENTRAL OTAGO BETTER FOR EVERYONE

Now imagine you could make this place even better for EVERYONE who lives here – what would you add (if anything)?

Children and young people in Central Otago are aware of the choices – activities, facilities, amenities – available elsewhere in New Zealand and internationally and many would like to see more of these available in Central Otago. Specifically:

More fun things to do and places to go:

- Trampolines, arcade (games/machines), rowing, inflatables, hydro-slide, bowling, community hub, kid-zone, rollercoasters, clubs, more non sport activities, more indoor activities and spaces during winter / bad weather, dancing, more people / friends to meet.

More facilities / amenities:

- Pontoons, parks, safer and more road crossings, shops, theatre, pool, cinema, playground, sports centre, transport, safer places to play and meet friends.

More events:

- Polyfest, shows, celebrations, entertainment.

A few (most likely older children) thought more broadly about how to improve the quality of life in Central Otago at a more holistic, community level, including:

More environmental awareness / opportunities

- Recycling, clean waterways, less traffic.

Better access / accessibility / less travel time (to attend events/activities)



Base : Children aged 5-14 (n=57)

WHAT CHILDREN WOULD TAKE AWAY TO MAKE CENTRAL OTAGO BETTER FOR EVERYONE

And what would you take away (if anything)?

Many children could not think of anything they would take away to make Central Otago better for everyone; they liked where they lived just the way it was. However, others would like to rid the District of:

Anti-social behaviour

- Littering, smoking, vaping, bullying, jet skiing near swimmers, not picking up dog poop.

(Some) Retailers

- Vape Shops / the Pub.

Bad weather

- Winter, the cold, the dark.

Bad people

- Bullies at school, burglars, speeding and dangerous drivers, selfish people without consideration for others or who are unaware of the impact of their actions on other people.

Pollution

- Smog, rubbish, cars.

Over-development

- Too many houses, losing green and play spaces.



Base : Children aged 5-14 (n=57)



APPENDIX

SURVEY DATA WEIGHTING

	Unweighted	Weighted
Central Otago District:		
Vincent Ward	44%	45%
Cromwell Ward	44%	41%
Maniototo Ward	7%	7%
Teviot Valley Ward	5%	7%
Age:		
15-29 years	3%	16%
30-59 years	55%	46%
60+ years	42%	38%
Gender:		
Male	36%	50%
Female	62%	49%
Gender Diverse / Prefer not to say	2%	1%
Base: Total Sample	n=481	

Note:

- Weighting a sample means giving more or less importance to each individual response so that the sample better matches the whole group being studied (the Central Otago Population)
- Weighting helps ensure the sample results truly represent the entire population.

SAMPLE PROFILE (UNWEIGHTED)

Connection with Central Otago	
Live in Central Otago	84%
Own a holiday house in Central Otago, but mostly live outside the region	13%
I work in Central Otago, but live outside the region	2%
Other connection to Central Otago (describe)	0%
Base: Total Sample	n=481

Household Composition	
My husband, wife or partner	81%
My mother and/or father	2%
My children aged under 5	8%
My children aged 5 to 14	17%
My children aged 15 or older	11%
Other family / whānau	3%
Other person(s)	2%
None of the above – I live alone	11%
Prefer not to answer	1%
Base: Total Sample	n=481

Ethnicity	
NZ European	92%
Māori	5%
Pasifika	0%
Asian	1%
MELAA	0%
Other	5%
Prefer not to say	2%
Base: Total Sample	n=481

Grew up in Central Otago	
Grew up in Central Otago	16%
Did not grow up in Central Otago	84%
Base: Central Otago Residents	n=481

Parents Grew up in Central Otago	
Yes – my parents grew up in Central Otago	15%
No – my parents did not grow up in Central Otago	85%
Base: Central Otago Residents	n=481

Arrival in Central Otago	
Prior to 1970	1%
1970-1979	4%
1980 - 1989	6%
1990 - 1999	9%
2000 - 2009	21%
2010 - 2019	35%
2020 or later	24%
Base: Did not grow up in Central Otago	n=481

SAMPLE PROFILE [UNWEIGHTED]

Occupation	%
Employed full-time in paid work (30+ hours)	40%
Employed part-time in paid work (<30 hours)	15%
Unpaid/volunteer work (full-time or part-time)	9%
Self-employed	23%
Studying	2%
Looking after family and/or home	6%
Looking for work or unemployed	1%
Retired	24%
Beneficiary	3%
Other	2%
Base: Total Sample	n=481

Industry	%
Professional, Scientific and Technical Services	13%
Health Care and Social Assistance	12%
Education and Training	9%
Tourism / Accommodation and Food Services	8%
Other Services	7%
Administrative and Support Services	7%
Agriculture, Forestry and Fishing	6%
Construction	4%
Financial and Insurance Services	4%
Public Administration and Safety	4%
Retail Trade	3%
Arts and Recreation Services	2%
Electricity, Gas, Water and Waste Services	2%
Prefer not to say	2%
Transport, Postal and Warehousing	2%
Manufacturing	2%
Rental, Hiring & Real Estate Services	2%
Information Media and Telecommunications	1%
Mining	1%
Other (please specify)	9%
Base: Employed / Self-employed	n=355

SAMPLE PROFILE [UNWEIGHTED]

Long Term Difficulties	Some / A Lot of Difficulty %	No Difficulty %
Seeing, even if wearing glasses	20%	80%
Hearing, even if using a hearing aid	13%	87%
Walking or climbing steps	14%	85%
Remembering or concentrating	15%	84%
Washing all over or dressing	1%	99%
Communicating using your usual language (e.g. understanding or being understood by others)	1%	99%
Base: Total Sample	N=481	

Ongoing Illness or Impairment	%
I use a mobility device (e.g. wheelchair, walking frame, cane)	1%
I experience ongoing physical illness or impairment	12%
I experience ongoing mental illness or impairment	5%
None of the above	85%
Base: Total Sample	N=481

Community Engagement	%
Sport or recreation team/group (e.g. as participant, coach, manager)	35%
Creative arts group (e.g. painting, sculpture)	10%
Literature group (e.g. book club or group)	11%
Group for parents or caregivers (e.g. new parents' support group)	5%
School/kura board or group	8%
Community volunteer group (e.g. Rotary, Lions)	27%
Cultural group (e.g. kapa haka)	3%
Youth group or organisation	6%
Church or religious group	7%
Environmental group (e.g. Forest & Bird, local restoration group)	15%
Business group (e.g. Chamber of Commerce)	14%
Health or wellness group	17%
Advocacy group	10%
Other community group (please specify)	17%
None of these	21%
Base: Total Sample	n=481



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