



C2O Co Ltd

FINAL REPORT

A NEW APPROACH...
THE KEY METHODOLOGIES IDENTIFIED FOR GROWING CONSERVATION IN NORTHLAND COMMUNITIES ARE:

- Using the industry standard approach to each area of the survey to ensure consistency.
- Starting these relationships off on a positive note with a focus on building trust and understanding between the two parties.
- Identifying and the significant relationships that are possible for conservation groups.
- Identifying opportunities to work with each other to meet conservation goals.

WHAT MATTERS TO YOU?
QUESTIONS THAT ONLY YOU CAN ANSWER

...TO KEEPING NORTHLAND SPECIAL...

NORTH AND SOUTH ISLANDS ARE OUR BIRTHPLACE. OUR ANCIENT FORESTS, OLD BEACHES AND BAY ARE OUR VALUABLE HERITAGE. WE WANT TO HEAR FROM YOU, OUR PEOPLE, OUR YOUNG PEOPLE, OUR COMMUNITIES, OUR PARTNERS, OUR NEIGHBOURHOODS, OUR GROUPS AND GOVERNMENT TO HELP US.

WE'RE GOING TO HAVE TO WORK TOGETHER IF WE WANT TO BUILD A REGION WHERE WE CAN EARN A LIVING WITHOUT COMPROMISING OUR RIGHT TO ENJOY THE NATURAL WORLD AS WE HAVE DONE.

**HAVE YOUR SAY!
COMPLETE THE SURVEY**
<http://www.surveymonkey.com/northlandconservation>

**TIAKI TAITOKERAU
CARING FOR NORTHLAND
2013**

THE SURVEY INCLUDES FIVE PHASES ACROSS NORTHLAND: AN ONLINE SURVEY, PHONE SURVEYS AND STREET SURVEYS.

HELP US UNDERSTAND YOU AND WHAT YOU ARE PREPARED TO DO TO CARE FOR OUR COLLECTIVE HOME.

IT'S A START.

WIN A PRIZE! Everyone who participates in these 5 activities completes a competition. The first 100 to finish the draw to win a \$1000 prize will need to provide their contact details for the prize draw. The winner will be selected on the 10th October by the end of July.

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Community Engagement in Conservation (Northland)

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For: Department of Conservation, Northland

Date: 13 August 2013

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Abstract

The Department of Conservation (DOC) has recently undergone an internal restructuring that has impacted upon their staff and on the way the department proposes to do business from now on. The proposed new approach will leave the field work relatively unaffected but will introduce a second functional group that will “grow that field work by developing and maintaining external partnerships with the community, business, local government, Iwi and private landowners”.

To support this new approach, this survey of public opinion across Northland was commissioned with a view to understanding what is preventing communities from engaging more in conservation activities, what it would take to get them more involved, and what their priorities might be.

The main findings from the survey suggest that:

- 1. The issue of caring for Northland is bigger than DOC alone.*
- 2. People of Northland have a close association with the environment and are aware of conservation needs.*
- 3. Many people are engaged at some level in conservation activities but there is little awareness of them or coordination between themselves or with Government agencies.*
- 4. The blockages to a greater conservation effort are more political than practical; with communication, collaboration, coordination and education being the main deficiencies.*
- 5. For DOC, improving communications and relationships is key.*

This report presents a myriad of issues and ideas received from participants grouped by various themes, locations, and sectors. The report is sequenced as follows:

- 1. BACKGROUND TO THE PROJECT - The Project itself is introduced at the start and analysed later in Section 5.*
- 2. SURVEY FINDINGS – A summary for each location precedes an overview of Northland as a whole in this section; common answers to the key questions are grouped and possible extrapolations are explored.*
- 3. RECOMMENDATIONS - Recommendations are then offered.*
- 4. APPENDICES*
 - a. REGIONAL FINDINGS - Each of the five locations surveyed are reported more fully with comments on main themes included. These sections offer DOC Staff in each location a snapshot of their own area with recommendations.*
 - b. STATISTICAL PRINTOUTS - Statistical Printouts are included in the appendices.*
 - c. RAW DATA - Raw data and spreadsheets are saved to a memory stick.*

The writers have tried to minimise their personal opinion and interpretations as much as possible and present only the raw facts as people saw it. Irrespective of whether they are well advised or entirely off the mark, their comments are reported verbatim and are therefore immutable. Only the “Possible Extrapolations” Section attempts to draw inferences from the comments.

There is a lot of information in this document, most in the form of actual statements made by individuals, and given the unlimited scope of conservation and environmental issues, there is broad and varied discussion on each issue. It is recommended that readers refer to the Contents page to search for their chosen subject or location.

There are an almost unlimited number of further extractions possible, by varying the sectors, themes, age groups, ethnicities and purposes. Within the scope of this survey, an adequate sampling has been attempted but, should further specific questions need answering, a memory stick is included with all the raw data to enable further extractions.

Section 1: BACKGROUND TO THE PROJECT

Toitu te marae o Tangaroa Toitu te marae o Tane Toitu te iwi

*(Toitū is inviolate/to be preserved for ever/untouched/kept pure.
Marae is a communal or sacred place.
Tangaroa is the sea. Tane is the forest. Iwi is the people.)*

Introduction to the Project

C2OCo Ltd conducted a survey of Northland from 5 June to 5 July 2013 as part of a project that, including planning and reporting, ran from 20 May to 5 August 2013.

The survey was focussed on the five main centres of Northland being Dargaville, Whangarei, Kaitaia, Kaikohe and Kerikeri. A public meeting was held in each centre concurrent with street stalls, street surveys, email promotions and one-on-one discussions with individuals and groups.

The purpose of the project was to glean public opinion on their conservation priorities, what had prevented conservation activities from happening so far, and what it would take for them to get more involved in conservation activities.

Project Background

Engaging with DOC

C2OCoLtd was first approached by Adelia Hallett in February 2013 and submitted its first proposal on the 5th of March 2013. Agreement to proceed with the project was confirmed on the 17th of May 2013.

Defining the parameters

Our initial proposal was to undertake a pilot survey of the Kauri Coast and South Hokianga catchment, target those that we knew had a strong involvement in conservation, ask them for qualitative responses to the quantitative survey already undertaken by DOC in 2012, and operate with a strong focus on Maori and Maori methodologies.

Progressively, these parameters changed to a Northland wide survey, targeting the whole of community especially those not already involved in conservation, asking them for qualitative responses that would identify and examine the barriers to people becoming involved in conservation, while trialling new and culturally appropriate methodologies that would suit all sectors of all Northland communities.

This resulted in frequent rewriting of methodologies, frequent re-planning, and frequent redesigning of an approach to attract the new target audiences. The department requirements negated the possibility of offering some sort of attractant to potential participants. For example, statements such as “Come and put your project ideas forward” could build expectations that DOC was not able to commit to at that stage. As a result, we opted to distribute a Flyer that provided little explanation or detail around what the survey was about, why people should participate and what they could expect to get out of it. We believe this impacted on attendance numbers but definitely avoided building expectations.

DOC Staff Involvement

Project Support

Adelia Hallett was fully supportive throughout the project and participated in as many public Hui as possible. Her ongoing support ensured that our thinking and presentations continued to align with the Department's objectives and enabled us to progress the survey with confidence. She was passionate about the survey and was very inspiring.

Andrew Mahoney expressed an interest from the outset in the social interaction aspects of the research methodologies and provided us with a good overview of his areas of interest.

Abi Monteith brought her communications skills to the table and provided invaluable support during the development of notifications and advertising.

Andrea Booth clarified the department's position contractually and provided authoritative sign-off to each stage.

Hui Attendance

There was a DOC Staff presence of at least two people at every Public Hui and this provided an excellent balance to discussions. They participated in group discussions, often clarifying DOCs position on issues, but engaging as members of the community. They were acknowledged by the community and their input was valued. Some staff mentioned that this forum of group discussion and work-shopping issues was a valuable opportunity for them to engage with their community that they otherwise would not have been able to make happen.

Occasionally, negative comments about DOC did emerge so the DOC Staff are to be commended for being prepared to face these issues, and for the calm, tolerant and logical way in which they responded. We would like to thank Darren Jones, Rebecca Finlay, Lynnie Gibson, Matiu Mataira, Adrian Walker, Fleur Corbett, Pauline Moretti, Doug Te Wake, Carolyn Smith and Mita Harris.

Access to DOC website

Being given permission to use pictures from the DOC Website was much appreciated. This enabled us to enhance presentations, flyers, display boards and documents without risk of breaching copyright.

The Website support provided by Benhi Dixon was excellent despite the short notice she was given. She developed the on-line survey, created the links and pages surrounding it, provided access to the survey team to extract data, closed it on the due date and placed a notice advising the winner of the prize draw. Her support has been consistent with liaison and follow through all the way; her help was most appreciated.

Access to DOC DVD

The DOC DVD entitled 'Community Conservation', which was produced by Claudia Babirat, was used in all of our presentations. It was an excellent mid break in the discussions, helped to maintain the interest of attendees, and was an invaluable aspect of the presentation.

We preferred the 9 minute version as it provided many more examples and we found that people were better able to appreciate the concept of 'Just doing it' and 'Potential Partnerships'. It also increased the likelihood of people finding examples that they could personally relate to.

We had to use the 3 minute clip a number of times due to time constraints, and even the short version produced the mind shift necessary for participants to start thinking about ways forward and was a good introduction to the possibilities.

Both videos present professionally and are of very good quality.

Project Methodologies

Promoting

The following methods were used to promote the Public Meetings and the Surveys:

- Telephone calling
- Email Flyers
- Emailing to community groups, organisations, businesses and networks
- Personal approaches and networking
- Newspaper advertising
- Shop window Flyers

Gathering

The following methods were used to gather information:

- On Street surveying with a team of four surveyors
- On Line surveying via survey monkey
- Email surveying
- Display stand and stalls at public places or events
- One-on-one discussions
- Group forums
- Public Meetings included presentations, group discussions and work-shopping of issues.

Extracting

The following methods were used to collect, extract and sort the responses by the variables of location, theme, sector, and age group:

- Survey Monkey – for the online survey
- Zoho Creator – to record and theme comments received from participants
- MS Excel – for importing from Survey Monkey and Zoho for second level sorting.
- MS Word – to produce document compatible lists for inclusion in the report.

Terminologies used in this report

BLOCKAGES – The term **BLOCKAGES** was applied in this survey to any obstacles or impediments to conservation or environmental activity occurring.

SOLUTIONS – The term **SOLUTIONS** was applied in this survey to any action that would advance or enhance the conservation effort. Often used synonymously with **OPPORTUNITIES**.

OPPORTUNITIES – The term **OPPORTUNITIES** was applied in this survey to any action or process that could be undertaken to advance or enhance the conservation effort. Often used synonymously with **SOLUTIONS**.

PRACTICAL OR POLITICAL - Both **BLOCKAGES** and **SOLUTIONS** were also described as being either **PRACTICAL** or **POLITICAL** in nature; the former relating to activity 'on-the-ground (ie. Caring for Kiwi), the latter relating to human or organisational actions (ie. Communications).

Conventions used in this report

ITALICS – Text is italicised to denote that the sentence is a quote from a participant in the survey, either verbal or written in a survey form, comments form, online survey or group discussion sheets. Often these are quoted verbatim, even if the English used was not correct or their full intent was not clear. Generally, one can get the gist of such comments; some are open to interpretation but we have made no attempt to interpret this on the writers behalf.

Section 2: SURVEY FINDINGS

DARGAVILLE SUMMARY

Overview of Operations

The C2OCo Team focussed on Dargaville from Monday 3 June to Friday 7 June 2013. Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed in a number of shops. In all, **374 approaches** were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising, shop window flyers, and street discussions between our surveyors and the public.

Two stalls were set up, one outside Countdown Dargaville, and one at the Farmers Market. Surveyors approached people on the street. **178 responses** were obtained by this means.

A Public Meeting was held at the Town Hall on the 6th of June 2013 at which **26 people attended** (excluding DOC and C2OCo members).

From these events, **223 people submitted written responses**; 65 of which chose to enter the Prize draw. Concurrently, an online survey was available on the DOC Website, which brought in a further **3 responses** for this area.



Figure 1: C2OCo Surveyors at Countdown, Dargaville

(See Appendix 7 for overall statistics)

General Impressions

The participants from Dargaville and the surrounding areas seemed to be close to nature and were the most practical in their outlook. They have had many dealings with DOC in the past, were concerned that this was just another waste of time that will come to nothing, and a disproportionately large number of negative comments came from this area. Notwithstanding, there were a number of positive statements regarding DOC as well.



Dominant Themes

Logically, Water, Flora, Fauna, weeds, pests, and acting environmentally were important to people of this area. However, DOC Communications, Relationships, Education, and Resourcing were also important to them. The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **13.29% Communications**
- **10.06% Flora, Fauna, Habitat & Pests**
- **9.81% Relationships**
- **7.48% Education**
- **6.58% Environmental Actions**
- **6.45% Water & Waterways**
- **6.32% Resourcing**
- **5.06% Weeds and Pests**
- **4.48% Maori Issues**
- **3.18% Social Impacts**



Example comments relating to the **Top Five themes** are included in **Appendix 1**.

Recommendations for Dargaville

- Communications
 - There are too many comments stating that people either ‘don’t know what DOC does’ or they feel ‘uninformed about what’s going on’. Much work needs to be done on rebuilding the public image, communicating achievements, identifying those contributing, and letting people know what’s going on and how to get involved.
- DOC Perception
 - There is clearly some work to be done on relationship building with the wider community. Not just with regards to building partnerships and brokering other relationships but at a personal and public level. This may have stemmed from the Department being under resourced leaving little resources for networking and meaning that Staff only engage with the public on the serious issues, often contentious, resulting in a history of confrontation rather than collaboration. Collaboration is what the community seeks most. The Department needs to consider how it can best utilise its new approach to build personal networks to advance collaborative projects. “Relationships are key” and Staff re-established under the new approach for this purpose, need the time to build these relationships.
- Relationships
 - Iwi – Maori want a relationship with DOC; whether as part of a settlement agreement or not. They want their culture acknowledged and their voice heard. Some would like to see a united front with Iwi and DOC working together. It is recommended that the Department build these relationships.
 - Community – People feel that Doc needs to be more connected and make more of an effort getting out there and connecting with the public. They feel uninvolved and uninformed. Improving external communications should ameliorate this problem
 - They have requested that the conservation effort be mapped in some way.. Mapping, or supporting the mapping of, the conservation effort, projects happening and opportunities available, is recommended.
 - It was suggested that to involve the public, they need a safe place to see where and what is happening in an easy way.
 - One option is that the DOC office become this. Often DOC buildings are not inviting or welcoming to the public. In Dargaville, there is a front desk and lobby where one must wait until they are called. Where DOC Offices are co-located with information centres, there is a Public area that makes it easier for people to come in. A culturally appropriate front area might be considered as a public discussion place and community information board. Many offices do not have or need a street front appeal but it is one way to promote community involvement.
 - The other option is to support the community to set up its own conservation/environmental resource centre but this will take time and money.
 - There is strong community support for setting up relationships, partnerships and alliances between government departments, local businesses, existing environmental organisations, Iwi, and philanthropic funders. This is part of the new approach and the community needs to be made aware of or connected to these potentials.
- Education
 - Schools – This is a national issue but is noticeably lacking in this area. The participants see this as the key to changing the thinking about conservation for future NZ. It is recommended that DOC develop resources (DVD, Booklets, Trainers, and Project Ideas) for various age groups, allocate staff to regular circuits for schools, devise and support school projects of a scale that can be easily implemented by schools, and see if DOC can influence

the MOE to include a Conservation/Environmental aspect into the curriculum for all students; at least on a regular visit basis.

- Community – Again, this will need national backing but the Department needs to step up its promotional activity, both at national and local level. Nationally, this may be more air/screen time on conservation issues. At a local level, communities appreciate notices, flyers, newspaper articles, advertisements, newsletters, emailouts, and personal approaches to both keep informed and to educate them on the serious issues in their area.
- EnviroActs
 - There is a list of things that the community has identified above as needing doing. Some may be outside the scope of the Department but it is recommended that the list be reviewed and where possible some attempt be made to demonstrably get involved in those activities.
- Resourcing
 - While control over this aspect as far as DOC is concerned is out of the hands of the regional staff, Dargaville participants generally felt that DOC was under resourced and has been for some time. They see this having an impact on what DOC is able to do in all areas of conservation. The community wants more sponsorships, apprenticeships and volunteer opportunities. There were suggestions though that philanthropic organisations and other government funding sources be investigated.
 - The past and current Staff losses are not seen as a good thing by all who commented regarding this.
 - There are resources available in the community (people and machinery) and if the hearts of the community are won, these will become available for projects.
 - Some sort of Resource Centre was suggested where they could become more aware of conservation issues and connect with conservation opportunities. This could likely grow from the community but DOC should support all such efforts.
 - There is interest in conservation at a personal and household level and this is something that should be promoted.
- Private Landowners in the Dargaville area.
 - This sector has demonstrated a broad and practical interest in conservation issues so it is recommended that DOC consider some sort of program that identifies the land owners in the area, liaises with Land Owners, identifies their needs, notes their capacity, and looks at ways to generate a 'mexican wave' of interest from farm to farm and property to property on projects such as feeding corridors and waterway protection.
- Maori in the Dargaville area
 - This sector seeks acknowledgement of their cultural responsibility towards the whenua and moana, tane and tangaroa, and this would be best served by giving them a voice in conservation issues and a 'knock' when you go into their area. It is the relationship and the acknowledgment that is important; the support will follow.
- Farmers in the Dargaville area
 - This sector is either interested in conservation or not. Approach them in their capacity of Private landowner as described above. Many farmers are not the landowners and there is no evidence from our survey to suggest that there is any interest in conservation from this quarter. It seems it is up to the farm owner to dictate the priority tasks for the farm.

Local identified needs in the Dargaville area.

Consider how the Department can manage the local issues and activities that were raised with the survey team. This may require seeking further details, managing fallout from previously unsuccessful projects, generating new relationships, or steering the parties in the right direction but it will give the message that DOC has listened to the people. The few that emerged were:

- *Bayley's Beach - Development - erosion/waste water - huge concern. Consider whether this is within DOCs scope and whether there is any assistance of advice that could assist.*
- *Kai Iwi Lakes - Plant trees for Shade.*
- *Kaihu River Job that was started 12 months ago - packed up and left. Consider finishing this job?*
- *Northern Wairoa/Kaipara Harbour – Liaise with the Integrated Kaipara Harbour Group to consider future partnerships or alignments.*
- *Department of Corrections/Probation – Liaise with the Probation Manager to consider a way to utilise the labour available to enhance the conservation effort in the area. Look for a stable long standing relationship that will be mutually beneficial and doesn't place too many obstructions in the way. One of the ideas related to this was to maintain the tracks in Donnellys Crossing by way of a partnership between Corrections, DOC, KDC and the NRC.*
- *Mt Tutamoe – Apparently there is potential for work to happen there working between Forestry, Iwi, DOC, and Landowners but we lack detail on this suggestion.*
- *Creating 'corridors' between forested areas in the Kaihu - Tutamoe – Waipoua. There are some parties who are keen but there will be others along the chain that will need convincing. Link up with Stephen King's block.*
- *One of the recommendations from the Public Meeting was that a Conservation Forum for Kaipara be set up with Council and DOC representation and it was noted that the public must have access. DOC Northland might wish to consider this option.*

WHANGAREI SUMMARY

Overview of Operations

The C20Co Team focussed on Whangarei from 6 June to 22 June 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed at Northtec and with local organisations. In all, **445 approaches** were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.



For two days (12-13 June), a stall was set up at Northtec to piggy back on the Youth Forum that was held at the Marae. Surveyors approached people at Northtec and on the street and a Public Meeting was held at Northtec Marae on the 22nd of June 2013 at which **18 people** (excluding DOC and C20Co members) attended.

From these events, **74 people submitted written responses**; 51 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further **42 responses** for this area.

(See Appendix 7 for overall statistics)

General Impressions

The participants from Whangarei and the surrounding areas, being from a harbour city, had a strong emphasis on sea life, sea lifestyles, and water quality. There was a high number of young people that participated due to the coincidence of the youth forum with the Survey.

Dominant Themes

Again, Sea, Waterways & Water, Flora & Fauna, weeds, pests, and acting environmentally were important to people of this area. And again, DOC Communications, Relationships, Education, and Resourcing were also important to them. The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **15.34% Water & Waterways**
- **13.45% Flora, Fauna, Habitat & Pests**
- **11.9% Communications**
- **9.31% Relationships**
- **8.45% Education**
- **6.21% Environmental Actions**
- **5.86% Weeds and Pests**
- **4.83% Social Impacts**
- **3.45% Resourcing**
- **3.45% Government Policy**

Example comments relating to the **Top Five themes** are included in **Appendix 2**.

Recommendations for Whangarei

- Note that water quality, especially of waterways but also of coast and foreshore, is a high priority for this community. Try to enhance and promote opportunities for community involvement in these activities.
- There is room to increase the awareness of what DOC does and what is available for community to get involved in. People has suggested a number of methods that could be investigated; young people especially have suggested the use of music and social media more.
- The Whangarei community has identified the need for a focal point, an information and coordination centre. Young people have also seen the benefits to them for a youth space for conservation awareness.
- The people would like DOC to be more visible and have suggested that schools are a good place to start. However, education for every level of the community is also seen as necessary.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Whangarei area

Where participants identified a need or project specific to Whangarei and surrounds, they are listed here.

- *Walking tracks in Whangarei are needing to be revamped - for example*
 - Three Mile Bush Track.
 - Pukeranui Track (more defined track)
Parihaka (Dangerous) - Put up retaining wall
- *Entire waterway that flows from Otuihau down to A.H. Reed Park and then out to sea. All the length of this there is opportunity for schools close to participate.*
- *Otuihau - Whangarei Falls - Improve water quality of this local tourist attraction.*
- *Whangarei Harbour - There seems to be mass fishing, these days Whangarei waters are heavily occupied with fisheries organisations. We need to look at restoring the sea ecosystem and monitor the fishing activity that is going on. Pollution in the Whangarei harbour a problem.*
- *Pohe Island landfill & industrial zones – Track the pollution off this site*
- *Kiwi Coast project is under way - privately financed. This may address the Crawford Reserve.*
- *Organise a clean up day in the Ruakaka area similar to the replanting operation that takes place at Ruakaka.*
- *Work closely with Patuharakeke Te Iwi Trust in setting up annual workshops to inform the public of what is being done by DOC in the local area.*
- *Tikipunga High School currently has and continues to build a relationship with our local marae 'Pehiaweri'. The marae are already involved with initiatives for growing food with their community. Their land backs on to a large wet land which used to provide 'tuna' - however with 'runoff' from farms, etc this has reduced & eliminated this resource.
*We work with them, our academy class have designed and worked with 'Fulton Hogan' to make the entrance safer as well as assisting with building projects, church and whare. When local DOC or NRC get involved to assist with conservation in this areas there will be benefits for all.**
- *Water Quality; Health of the Mangakāhia River & Tributaries;*
- *Sites of Significance within the Mangakahia Catchment*
- *Setting up the Tutukaka coast Marine reserve.*
- *I would like to see planting up at 90 mile beach*
- *Planting Pingao at Waimamaku Hokianga.*
- *Maintaining the hygiene and mauri of the air, land and water, including the ocean and estuaries. For example: the Takahiwai hills, Whangarei Harbour, Ruakaka Beach, Bream Bay, Uretiti, Waipu and so on through thoughtful, gentle and careful human activity.*

KAITAIA SUMMARY

Overview of Operations

The C2OCo Team focussed on Kaitaia from the 16th of June to the 26th of June 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed with local organisations. In all, **236 approaches** were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.



A stall was set up at the Te Ahu Centre Reception and Library in Kaitaia, Surveyors approached people on the street, and a Public Meeting was held at Te Ahu Centre Banquet Room on the 25th of June 2013 at which **12 people** (excluding DOC and C2OCo members) attended.



From these events, **70 people submitted written responses**; 55 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further **17 responses** for this area.

See Appendix 7 for overall statistics.

General Impressions

Kaitaia people live in an environment where settlement negotiations are currently occurring and, while the rest of the community seem very used to hearing about these issues and were very tolerant, there were times when these issues dominated the proceedings. Discussions tended to stay at a political and hypothetical level rather than getting down to the practical level.



Dominant Themes

There was a fairly even spread of issues raised in Kaitaia. The sea and coast was a high priority as were general practical environmental issues. The key political themes were Relationships, Maori and Education. The themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **8.45% Sea, Marine & Coasts**
- **7.90% Relationships**
- **6.81% Environmental Actions**
- **6.81% Weeds and Pests**
- **6.52% Forests and Flora**
- **6.27% Maori**
- **5.99% Education**
- **5.72% Water Quality**
- **5.18% Social Impacts**
- **4.63% Communications**



Example comments relating to the **Top Five themes** are included in **Appendix 3**.

Recommendations for Kaitaia

- There were a number of positive statements made about DOC and an appreciation of what the department has done in the far north; continue to build on these relationships. There are a number of suggestions that could further enhance these relationships.
- Sea, Marine and Coast are high on the priorities of the people of Kaitaia, including fish and shellfish protection and marine reserves, so are areas of possible focus to engage the community.
- Young people have suggested more activities for them with music and fun activities being a good attractant.
- Maori seem to be focussed on settlement negotiations as the vehicle to secure their rangatiratanga and kaitiakitanga over the environment and their relationship with DOC. They need to be assured that other discussions and consultations will not impede their negotiations or dilute their settlement. The good relationship with the Iwi of the Far North will be essential; especially once settlements are achieved.
- Where possible, seek potential employment opportunities within conservation related activities.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Kaitaia area

Where participants identified a need or project specific to Kaitaia and surrounds, they are listed here.

- *Kahikatea and Puriri forest restoration and at Lake Tangonge we have a project for this.,*
- *Lake Ngatu, and Sand dune Lakes.*
- *Beach restoration at Shipwreck Bay, Aurere, Tauroa, and Waitaha. The Maori land owners will need to be supported with this.*
- *Waitaha and Gumfields want to regenerate and replant Kauri tree forest with the development of soil compost from Ahipara waste treatment to rebuild soil that has been stripped.*
- *Maintaining our fishing restrictions on Rangaunu to only the local Maori.*
- *Looking at the pollution from the Whangatane Spillway affecting the Harbour.*
- *1080 Herekino Range and Maungataniwha! Do a huge possum and stray dog knock-down and give the Kiwi and Kukupa etc. a fighting chance at a good season or two.*
- *Removal of Kauri stumps for export.*
- *Plants identified as being a problem in the Far North are*
 - *Woolly night shade (tobacco weed)*
 - *Gum Leaf Hakea (invasive like wattle)*
 - *Prickly Hakea (an invasive small tree) with gorse like spikes.*
 - *Wilding Planes*

KAIKOHE SUMMARY

Overview of Operations

The C20Co Team focussed on Kaikohe from the 16th of June to the 28th of June 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed in shop and Library windows. In all, **231 approaches** were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.

A stall was set up at the Kaikohe Library, Surveyors approached people on the street, and a Public Meeting was held at the Mid North Motor Inn on the 27th of June 2013 at which **9 people** (excluding DOC and C20Co members) attended.

From these events, **60 people submitted written responses**; 35 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further **13 responses** for this area.

See Appendix 7 for overall statistics.

General Impressions

Kaikohe people recognise that social issues dominate their thinking and resourcing is a much more essential component for any activity to be generated in their area. They have a close association with the forest and see flora, fauna and loss of habitat as a high priority but a lack of communications and poor relationships with DOC are seen as a problem. They do not want to be forgotten.

Dominant Themes

Social impacts was high priority for people of Kaikohe with many comments relating to youth and their town environment. There is a general concern for the practical aspects of conservation but the political issues are equally important. The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **14.04% Social Impacts**
- **11.84% Flora, Fauna, Habitat & Pests**
- **10.09% Communications**
- **9.21% Relationships**
- **7.89% Environmental action**
- **6.58% Education**
- **6.58% Water Quality**
- **3.95% Weeds and Pests**
- **3.51% Resourcing**
- **3.51% Maori Issues**

Example comments relating to the **Top Five themes** are included in **Appendix 4**.



Recommendations for Kaikohe

- In this area, we need to recognise that social issues dominate the thinking.
- For the urban residents of Kaikohe, this suggests ameliorating the economic state of their town and resultant social ills via conservation activities.
- For the people of the surrounding rural areas, this suggests acknowledging their rural isolation and assisting in bringing communities together. In all cases, resourcing is a much more essential component.
- The people of this area have a close association with the forest so see flora, fauna and loss of habitat as a high priority.
- They have identified a lack of communications and poor relationships with DOC are areas that need improvement. They do not want to be forgotten.
- There is interest in getting involved; especially if the outcomes are food and jobs.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Kaikohe area

Where participants identified a need or project specific to Kaikohe and surrounds, they are listed here.

- *More native trees required in Kaikohe*
- *Kaikohe needs to have a whare wananga in Kaikohe*
- *Puketi, Tane mahuta - all the kauri in Northland are going to die because of tourism.*
- *Ngawha Springs is an amazing untapped tourist resort. At the moment it seems 'tacky' It needs a revamp and weeding.*
- *The community doesn't have a youth centre - Us youth have nowhere to go so most just do crimes to get by and end up in Ngawha.*
- *Give more consideration to environmentally significant sites eg: Ngawai, gumlands, etc.*
- *There are huge opportunities (in Ngawha Prison) - ie Corrections/DOC*
- *The eel are decreasing in Otaua*
- *Planting at Lake Omapere is required to protect the Lake from cattle effluent runoff*
- *Need to encourage more businesses in Kaikohe (like Kerikeri)*
- *Need a better library (like Kerikeri)*
- *Need a Community-type centre for Kaikohe - Something for the younger (teen - 20's)*

KERIKERI SUMMARY

Overview of Operations

The C20Co Team focussed on Kerikeri from the 23rd of June to the 1st of July 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were sent to key organisations. In all, **233 approaches** were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.

A stall was set up at the Farmers Market, Surveyors approached people on the street, and a Public Meeting was held at the Turner Centre on the 1st of July 2013 at which **17 people** (excluding DOC and C20Co members) attended.

From these events, **60 people submitted written responses**; 29 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further **28 responses** for this area.

See Appendix 7 for overall statistics.

General Impressions

Kerikeri people tended to be passionate about the environment, most engaged already in their own projects or lifestyles, quite academic in their thinking, and astute in their considerations. They asked the hard questions seeking validity of both C20Co and the Survey.

Dominant Themes

The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **12.16% Water & Waterways**
- **10.71% Environmental Actions**
- **10.71% Relationships**
- **9.8% Communications**
- **9.8% Flora, Fauna, Habitat**
- **6.9% Education**
- **5.99% Resourcing**
- **5.81% Social Impacts**
- **5.81% Government Policy**
- **4.9% Weeds and Pests**

Example comments relating to the **Top Five themes** are included in **Appendix 5**.



Recommendations for Kerikeri

- The people of Kerikeri and surrounds are well informed, well-resourced and have time available to get involved.
- Their primary conservation focus is on the sea, the water ways and the quality of water in general.
- They see greater potential for people to get involved in these areas but feel that the lack of coordination and overall awareness is limiting this potential.
- They have proposed building networks and relationships across all sectors of the community and applying greater political pressure.
- They feel that a centralised hub would be helpful to pull this all together.
- There is expertise within the environment conscious sector to support such an idea too.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Kerikeri area

Where participants identified a need or project specific to Kerikeri and surrounds, they are listed here.

- *Clean Whangaroa harbour. Whangaroa Fish farms are causing silting and loss of species.*
- *What's this proposed fish farm at Te Ngare? This will rot the sea bed and create imbalance!*
- *Use the Kerikeri Library to promote conservation*
- *Build a dog park in Kerikeri.*

NON REGIONAL SPECIFIC SUMMARY

Overview of Operations

A further 712 approaches were recorded to promote the upcoming Public Meeting but were not tagged to a specific location; mostly they were mailed to our general networks, talked to personally, or they hit on the Facebook site. Again, this does not include Newspaper advertising and street discussions between our surveyors and the public.

The number of surveys that were either emailed, posted or handed in totalled 11 of which 5 chose to enter the Prize Draw.

People who completed the online survey but did not give a geographical location (23) or were from out of district (3) totalled 26.

Eight people underwent one-on-one interviews and 16 groups of people participated in discussions together.

Comments from one-on-ones, Focus Groups, and other sources follow. Where the source is unidentified, their comments are groups by theme; the dominant ones being DOC, Maori, Getting Involved, and other.

The comments in this section are quite comprehensive or diverse as many of the participants were quite focused or passionate about conservation and the environment.

Example comments from these sources are included in Appendix 5.

NORTHLAND WIDE SUMMARY

Overview of Operations

The C20Co Team undertook practical surveying of Northland from Monday 3 June to Friday 5 July 2013 and spent the rest of July collating, extracting and reporting. The areas of Dargaville & surrounds, Whangarei & surrounds, Kaitaia & surrounds, Kaikohe & surrounds, and Kerikeri & surrounds were targeted separately during the survey.



Promotions - Organisations and individuals were emailed, people called, personal approaches made, groups were visited, and Flyers were placed in a number of shops. In all, **2204 approaches** were recorded to promote Public Meetings and ask people to fill out Surveys These excluding Newspaper advertising, shop window flyers, and street discussions between our surveyors and the public. This represents a 28.27% engagement rate of all those approached.



Stalls were set up in each of the five target areas at markets, shopping centres, libraries, and marae. As well, **Street Surveys** were undertaken, **groups** were visited and **individuals** were contacted for their opinion. In total, **501 people contributed** via these means.

Public Meetings were held in each of the five target areas and (excluding DOC and C20Co members) a total of **82 people attended** where their comments were collected by the survey team. A greater number of issues were raised by this means.



Online Surveying was concurrently available on the DOC Website, which brought in a further **125 responses**; of which **76 chose to enter the Prize draw**.

Overall, 623 people contributed in some way, **501 people submitted written responses**; of which **366 (53.93%) chose to enter the Prize draw**. The winner of the iPad mini was announced on the DOC Website on the 2nd of August 2013.

From all participants, **2538 submissions on specific themes** were received, equating to an average of 4.1 themes raised per person. From these submissions, the team was able to answer the key questions and discern what the dominant themes were for each area and across Northland. The results of these findings are summarised in this Section.

(See Appendix 7 for overall statistics)

Overview of Participation

Who participated?

- We discovered a small number of Conservation groups that are well structured and receiving funding through well established relationships with a funder. They appeared stable enough to achieve their objectives, be it protecting kiwi, riparian planting, or waterway fencing or just providing interactive environmental activities on a small scale. However ongoing funding and sustainability is always an issue.
- There were a few groups that are working quietly in the background. They tend to utilise whatever resources they have to 'make it happen'. Their involvement quite often stems from an environmental issue they are passionate about and grows from there. These groups take action by doing what they can, whenever they can, often going 'about their business' quietly, so no one necessarily knows that they are 'out there'.
- There were also those that had an interest but didn't know how to engage or that things needed to happen before they could engage. For example, there are 4 wheel drive clubs across Northland that would likely take on a bigger responsibility if they could come to some agreement with DOC or others. Businesses too have not yet connected with opportunities that could offset their environmental debt and enhance their image. There are many more groups (ie: community groups) that have an interest in Conservation who are not sure who to connect with and how to start.

From the limited extent of this survey, it is not clear exactly what the scale of opportunity is in the three areas above. We do know that there is a disconnectedness between them and there does not appear to be a single point where such groups are listed or mapped.

Most people saw this survey as an excellent opportunity and saw the potential benefits of the new DOC approach. There was cynicism from some quarters but most participants contributed because they hoped that it would make a difference in the future.

Answers to Key Questions

What do people in Northland see as the PRIORITIES?

Northland people's conservation priorities, based on the number of times that concerns were expressed about them, are:



1. Water Quality	5.00%
2. Sea/Marine/Coast	4.65%
3. Forests/Flora	4.53%
4. Pests	4.10%
5. Fauna	3.55%
6. Rivers/Lakes	3.03%
7. Pollution	2.60%
8. Kiwi	1.58%
9. Assets	1.54%
10. Mining	1.38%
11. Weeds	1.34%
12. Kauri	1.22%
13. Loss of Habitat	1.18%
14. Poisons	0.99%
15. Biosecurity	0.63%
16. Gardens	0.51%
17. GMO/GE	0.43%
18. Kai/Food	0.32%

These figures represent the level of concern in the PRACTICAL APPLICATION of conservation principles.

Detailed comments can be found in the Regional Findings Section (if this was a dominant issue for that area) or is contained in the raw data for later extraction.

What do people in Northland see as the BLOCKAGES?

The term BLOCKAGES was applied in this survey to any obstacles or impediments to conservation or environmental activity occurring.



Both BLOCKAGES and SOLUTIONS were also described as being either PRACTICAL or POLITICAL in nature;

- the former relating to activity 'on-the-ground (ie. Caring for Kiwi),
- the latter relating to human or organisational actions (ie. Communications)

While PRACTICAL solutions are the ultimate aim, the Blockages were identified as predominantly POLITICAL. In the order that they most frequently were raised, the themes that people considered to be important and in need of addressing are:

1. Communications	10.64%
2. Relationships	9.69%
3. Education	7.37%
4. Social impacts	5.28%
5. Resourcing	4.96%
6. Government Policy	3.70%
7. Maori Issues	3.15%
8. Image	1.22%
9. Employment	0.95%
10. Global issues	0.87%
11. EcoTourism	0.59%

A representative sample of typical statements for the top seven themes follow; where these were dominant in a certain area, a more comprehensive listing of comments can be found in the Regional Findings Section.

Where DOC was the suggested Blockage, these comments have been reserved for inclusion in the paragraph entitled 'What else people said about DOC' later in this Section.

Communications

- *Lack of awareness of what DOC does/philosophy*
- *We are not aware of what's going on*
- *I know some of the things that DOC does, and some of them very well, but I don't understand its role politically. That role seems to be left to the Green Party or other groups.*
- *I honestly never knew that this department exists, so I recommend more advertisement either on TV or pamphlet. There needs to be some more advertisement and more activities.*
- *Lack of communication & awareness - Liaison needs to happen*
- *It would be great to know who to go to and also talk about conservation*
- *Lack of awareness*
- *Promoting*
- *Current Website: Difficult & time consuming to find way around*
- *It would be great to have more advertising around conservation.*
- *There needs to be more information about what is going on in the community.*
- *Lack of understanding of the importance of environment,*
- *Lack of education, Lack of publicity, Lack of communication - Media/TV - Nationally*
- *I think there needs to be more education around conservation so that people can start to care*
- *I don't think that there has been an organisation to help with getting community involvement, if we had this then we would have a cleaner environment and it would also raise awareness.*

- *I feel that there is not enough people interested, it would be good to advertise to raise awareness.*
- Community - *Lack of community ownership, knowledge, awareness, education*
- *Lack of education - need more advertising like on buses, tv, radio - persons to police*
- *What is the attractant?*
- *Not enough communication within the town*
- Interaction
- *There's a separation between DOC & the community*
- *Lack of communication between Govt. & Local community Iwi, whanau, hapu.*
- *Govt. & council will come with ideas and no collaboration.*
- *Negative perception of DOC - takes a long time to change*
- *The policy meetings were demoralising - it seemed that we had no value.*
- *Lack of cooperative initiatives from DOC, and resistance by locals to local-lead initiatives (tall poppy syndrome resistance).*
- *Lack of communication between Iwi in the area*
- *I have rung the council on many occasions about this and they seem to be not interested at all. All I can guess is that there is corruption in the Northland Council (I kid you not) where developers give council members kickbacks so they can cut down 500 year old pohutukawas anytime they like and create whatever environmental mayhem they like and the council looks the other way. That is what I have seen time and again and I can only think this is the reason why.*
- Lack of facilitation
- *Don't know who to talk to*
- *Need better coordination of Volunteers*
- *I think that nobody has been committed enough to set things up and be there to follow it through with a good plan.*
- Follow up - *Communication following registration of interest to DOC offices and several other organisations has been virtually zero. Maybe there are simply too many volunteers? The failure to tap into volunteer opportunities, as has been my experience, has caused a decline in personal enthusiasm*
- Know how - *What has personally stopped me from getting involved is that I don't have anyone helping me to make it happen.*
- *Lack of knowledge on how to help make changes*
- *I am unsure as to how to get involved with conservation.*

Relationships

- *No-one to drive it with the time and the knowledge*
- *Lack of community response.*
- *Four-way disconnect: DOC/ownership of responsibility/ from the Land & between departments*
- *People have forgotten their relationship to nature*
- *Land care groups - Lack of co-ordination of these groups?*
- *Building relationships - NRC (other local government agencies).*
- *DOC - We mustn't assume everybody wants to be involved in conservation. (Need to think of creative innovative ways to engage).*
- *Lack of community involvement & leadership*
- *Lack of Collaboration (ie: Tourism vs Manawhenua vs business vs community)*
- *Forgotten relationship to nature*
- *Many Maori & Pakeha volunteers & professional conservation trained personnel are moving away from my area because they are not listened to or they have not been monetarily recognised, to maintain the 'on the ground' monitoring.*

Education

- School
- *There seems to be a lack of early environmental education.*
- *Conservation is not a subject taught in the curriculum; not addressed at a youth level.*
- *There needs to be more education within the schools, both Iwi and Mainstream schools, it would be good if it was collaborated as part of the curriculum.*
- *I think that Doc need to invest more time and energy into primary school education - if we want people to be care about conservation in the future then we need to capture that interest early*
- *More school involvement. Eg: clubs to do clean up trips in the forest or on the beach. Make a little competition etc. Only takes one DOC officer to lead a team of school volunteers. Not enough education (ie: Schools, not in the curriculum)*
- *Education system forced into mechanical learning and labour provision.*
- *Making people aware: 'Your actions have consequences'. Starting at schools/get children involved - our future.*
There are not enough resources given to educate people/schools or conservation.
- *Education within schools - Iwi and main stream to collaborate with this curriculum*
- *School competition involvement (that also involves all the families)*
- *Programmes to promote the environmental issues in Schools*
- *There seems to be a lack of early environmental education.*
- *Could be focussed around a re-appreciation of how life could be and could be linked to that which supports us.*
- *Making people aware: 'Your actions have consequences'*
- *Starting at schools/get children involved - our future.*
- *Deep integration with schools required.*
- *Appeal to schools - Link into Curriculum school/levels; from junior to be built up to NCEA Levels*
- *Education of Conservation into schools: Tertiary studies, Online access, NZQA Framework*
- *Teaching sustainability at high school needs to be developed to a full subject.*
- *More enviro-schools*
- *I would like to see a more environmentally orientated curriculum, or a greater number of "school environmental days".*
- *I really would like to see a greater DOC presence in schools, as through the education of children and parents, it would be possible to form community groups.*
- *Students need assignments that take them out into the environment to do research.*
- *Maybe a prize at the end to make it more interesting.*
- *Conservation is not a subject taught in the curriculum; not addressed at a youth level.*
- *Youth have a leaning towards technology - so use it as an advertising tool*
- *Implementing environmental awareness in schools, primary, intermediate & high schools. At the moment there is a lot lacking in the education system, children are not aware of the importance of preserving.*
- *Planning and activity is not targeting our rangatahi (young people) to prepare for kaitiaki (caretaking) responsibilities*
- *Future proofing and creating sustainable and healthy lifestyles*
- *We as a school are waiting for funding to be approved to set up a native riparian plant nursery at school so we can provide and plant along our local freshwater ways. Students being active Kaitiaki*
- Community
- *I think that there is a general lack of public knowledge in this area*
- *Want DOC to be more involved in teaching the general public about who they are and what they do.*
- *People need a safe environment to have their say if they see any problems*
- *Need to be informed of what projects are available*
- *Need 'attitude changes' to make positive changes*

- *We need an environmental centre!!*
- *More opportunities to educate the community is essential*
- *Educate our community about our taonga (especially our kauri & kiwi)*
- *Create an Environmental community Hub Utilising our networks where communication/education/political/economical/practical activities (ie: JOBS) can develop and grow*
- *Educate and use the resources we have*
- *Information readily available (ie: fact sheets, audio/visual veneers, youtube clips, dvd handouts, maps, current projects, issues, etc)*
- *I would like to see education on organic farming to reduce the need for large intensive waterways.*
- *Community Education (via DOC) needs to be increased*
- *Immigrants - taught the rights of Conservation*
- *More wananga for people to learn about DOC, what they do and major conservation issues.*
- *I think that there needs to be more education around Maori conservation & Island history*
- *Education , fact sheets, speakers to small local groups,*
- *Educating people, and school age children (all levels) about recycling, looking after native trees, animals and plants to reduce flippant destruction.*
- *Continue community education regarding protecting the Kiwi.*

Social impacts/issues

- *Public attitude needs to be changed towards conservation.*
- *If they got taught about values they won't only value themselves - they will value the environment they live in.*
- *I think that nobody has been committed enough to set things up and be there to follow it through with a good plan.*
- *Lack of creative thinking higher up*
Lack of community buzz of culture
Lax Kiwi attitudes
- *Lack of community ownership*
- *Stuck in the old ways; People can't be bothered helping our environment*
- *Lack of Care - lots of talk - no action*
- *Feels too hard - problem too big*
- *Ignorance & Apathy*
- *Stop the people's ideas of 'Who cares? It doesn't affect me....'*
- *Lack of connection*
- *Perception: Linking the relevance back to people's lives*
- *Lack of Community ownership - esp. in remote areas - wildlife corridors*
- *What about the 'Social Ecology'? Social issues, employment, being valued, knowing where you're from, we're losing in a big way, giving them an opportunity to do something in Nature because they are looking after themselves*
- *The lack of opportunities - the lack of concern from the elders*
- *Our environment is taken for granted.*
- *Some cultures are individualised & separated; makes for a barrier*
- *We are not frightened enough yet!*
- *I'm pessimistic about community activities now I have seen a lot of projects start but collapse over the years nothing has been sustainable*
- *Time, skill & money*
- *People don't have basic skills*
Food on the table first!
- *I have been too busy 'No money in it - no \$ to be made so no one is interested.*

- *Lack of time is a problem - life's too busy - feels like it is too big a job*
- *Poverty: Couldn't get to the meeting (financial priorities don't include using \$/petrol to get to this meeting)*
- *We have no potential to become involved in conservation activities*
- *Lack of manpower*
Hard to sustain in rural areas as most people support many voluntary organisations.
- *I work full time as does nearly everyone involved.*
- *Commercial interests*
People who are able to afford an affluent life style are chewing up more land for lifestyle blocks and development of land.
- *Big business over small business - \$\$\$\$ Matters*
- *Forgotten places*
- *No one cares about our town anymore.*
- *You can't walk down the streets without feeling unsafe - looking over your shoulder ' cos someone might jump you.*
- *The crime rates in Kaikohe has escalated, so I believe the theft and crime has prevented new initiatives from happening*
- *Kaikohe used to be green and clean - now no one really cares.*
- *Our town changed when the prison came in.*
- *We seem to be a low priority area for DOC. Just moved back to our tupuna whenua*
- *Youth* - *Too many adults judge us youth - think we're just criminals in the making - so why would I want to care for my environment if no one believes in me?*
- *The community doesn't have a youth centre. If the youth are the next generation they need a place to go! You can teach them life skills and make them aware how important it is to protect and maintain the environment we live in*
- *Children and young people getting involved is an issue (GOT TO BE FUN)!*

Resourcing

- *Funding restraints our society.*
Lack of manpower.
Lack of money!
- *The people have great ideas but lack the funding.*
- *Not enough resources/support*
- *There seems to be a lack of resources given/supplied to the department and that is passed onto the volunteers.*
- *Projects are hampered by funding constraints, 'red tape' and bureaucracy delaying projects.*
- *Lack of DOC Resources*
- *Not enough funding:*
If people donated, if everyone 'pitched in' - it WILL improve
- *Lack of funds for community awareness.*
How much is going into spraying, etc - can the money be used elsewhere more effectively?
Competition for funding with other community groups
- *Concern of the DOC restructuring and how the 'slack' will be picked up.*
Who is going to be doing the jobs of those staff?
What impact will that have?
- *It would be a good idea to have a public place available so that the public can see what they can do and where they can get resources from.*
- *Lack of resources for Iwi to co-manage meaningfully*

- *Resourcing issues for operations in large areas like the Waipoua Forest. No long term plan or resourcing to effectively deal with the pest issue*
- *Dairy farmers should be helped - they seem to be the only people held accountable (farmer)*

Government Policy

- *Red Tape*
- *I have an issue with the OSH processes that DOC have to adhere to (knowing full well that it will impact on the people and stop progress)!*
- *Regional Council - Getting No's - needing Yes's*
- *Policies are restricting*
- *Rules can destroy - not preserve (ie: kauri - May grow kauri for carving)*
- *Political will*
- *Conservation is low priority for Govt.*
- *Lack of Political Will*
- *Environmental issue low priority*
- *Watering down of RMA - Streamline not degrade*
- *RMA Decisions: Thin edge of the wedge (eg: Denniston, Dart, Dairying)*
- *The Govt. has just reduced the guardianship*
- *FNDC/NRC issues - always dealing with dysfunctional*
- *Local/Regional/National policies all 'dysfunctional'- not enabling practical action 'on the ground' - in fact they are a hindrance*
- *Patch protection/SILO Mentality: Absence of inter dependancy (NRC, FNDC, DOC)*
- *Acts and in-actions of Govt.*
- *NZ Green - asset stripping*
- *Too much local government inaction for many years.*
- *Government attitude.*
- *Politics - a killer of ideas & action!*
- *Passing the buck (eg: Chickens in Kerikeri Basin)*
- *No political backing - Spraying - toxins used - no knowledge on the impact on the environment by using their chemicals*
- *Legislation is not making farmers fence off & plant out their waterways.*
- *Mix of interests of Mayor Brown's shares of mining companies and his job as mayor.*
- *Beaucracy!! I'm a cynic*
- *There are so many areas that have had to be cut back because of the attitude of successive Governments and the cut back of funds available. Many activities that have been started have either been cut back of abandoned through no fault of DOC workers which has affected their reputations.*
- *Political inference* - corporate farming
Too green - sustainable milking may be ok
- *Constant restructuring (of DOC) - not helpful!*
- *Leave RMA alone!*
- *Divisiveness created by settlement negotiations*

Maori

- *Iwi enqagement*
- *Unanimous agreement from Maori required*
- *Need more jobs*
- *Lack of communication between Iwi in the area*
- *Maori people need to have a say in what happens. Why should DOC just go through without consulting them?*

- *Some of our Iwi have declared that they don't wish to work with, be consulted with, or dictated to (for that matter) - by ANY Govt. agency. When it comes to any Kaitiakitanga-type issues in their rohe - they will PROPOSE to them (ie: whichever Government Agency) what should be done*
- *Some of our whanau, hapu, Iwi have great relationships with (some of) the local DOC staff. However, we believe that the staff in Wellington need to get out of their glass tower and come and meet with the tangata whenua - because they are so close to the political action in Wellington - it seems they tend to forget about Te Taitokerau and our unique needs....so many times have we been seen as the 'poor cousins from the North'....and if you were to research the resources that have been poured into other regions compared to Te Taitokerau - one would tend to find that the phrase 'rings true'....*
- *Lack of resources for Iwi to co-manage meaningfully*
- *Tribal/hapu territorial issues*
- *Whanau engagement ignored*
- *We shouldn't underestimate the tensions (to do with the current Treaty Settlement issues)*
- *from pakeha young people*
- *We don't have connection with other cultures on values/beliefs and their way of life and would like to be able to*
- *We don't connect with other cultures on their values/beliefs - and don't know how to connect.*

What do people in Northland see as the OPPORTUNITIES?

TO IMPROVE COMMUNICATIONS

- *Social Media like Facebook etc.*
- *PR on issues*
- *Running campaigns.*
- *Have a youth space*
- *Hold conservation awareness festivals.*
- *Posters, and also by DOC joining social media*
- *Get 'down with the ground' (ie: Local Reggae group or groups coming together to form a collaborative approach to raising the awareness of Caring for our environment)*
- *'Adopt a Project' - Have a block of: Pest Control, Weed control, etc*
- *More signs about conservation*
- *hear more about DOC on the radio and thru media*
- *Provide advertising space for community groups on the DOC Website*
- *Raise awareness to DONATE! Or Donate \$ via website or Text*
- *Get more involved with schools.*
- *A similar forum to the youth summit, where lots of young people who are interested in conservation come and put ideas together.*
- *Make it interesting by having competitions.*
- *It would be good to use the newspapers to get the information out into the community.*
- *Media exposure - Maori television: Make programmes*
- *Prominent signs for conservation at Dargaville entrances & exits.*
- *Promote 0800 number for DOC so that people can report issues that need to be addressed or can call if they see wandering dogs, etc. - Environment/Conservation Community Hotline*
- *Regular 'conservation reports' on the local radio stations - getting the word out there!*
- *A contact number on signage so that you know who to contact for that specific issue (eg: Dogs killing*
- *Signage'Welcome to the Kauri Coast'.....show that we are environmentally conscious, that say 'Eco-friendly' or "This community Cares".....or "If we pull it off....." (Attitude shift), Kiwi signs*
- *DOC Promotions: Televise, google earth, radio station, papers, schools*
- *Newspaper/Magazines - 'Quirky Stories'*
- *Create a much stronger, clearer National identity around conservation (ie: all agencies, NGO's, private, tourism, etc)*



TO INCREASE PROMOTIONS

- *People are not frightened enough yet! (to get involved)*
- *Create a climate where "Green is the new norm" - in our: thinking, heart, tourism, kai, products, recreation, education*
- *A monthly conservation focus for the community eg: Lake Omapere in July. Opononi shoreline in August. Etc*
- *All Far North people should see a Kiwi*
- *Consider a new name: Conservation (the word): IT'S DULL!!! Where's the 'beauty' behind it? - Why have we accepted this word?*
- *Get political - Lobby!*
- *Campaigns connected to the simple things - driving less, consumer consciousness, waste, chemical effects.*
- *Promote an 'Enviro-community' in the North (ie: signage, enviro-friendly activities, enviro-cultural experiences, eco-tourism, etc)*
- *George Nathan or Jeff Harris (Ngati Kahu) to compose waiata or bring the band together to compose waiata about Tiaki-ing (looking after) our whenua.*
- *Band: 'Off the cuff' - Ngati Kahu land*

- *How do we make conservation as 'sexy' as the Rugby World Cup*
- *A good 'Media arm' is needed (not necessarily DOC)*
- *Create a calendar of events*
- *Inspire by Storytelling*
- *Businesses seek Ecostamp*
- *Need a celebration day each year - Conservation Day*
- *Have a champion or a group of champions to back this*
- *More Maori stories - Maori interpretations of the area*
- *Conservation Forum for Kaipara (Council/DOC/Public must have access)*
- *Linking 'Aucklanders' to Dargaville/Northland*
- *Consider the Social aspects - FUN, sense of community, pride*

TO EXPAND ON EDUCATION

- *Visit schools to teach conservation (especially of Kiwi)*
- *More school involvement. Eg: clubs to do clean-up trips in the forest or on the beach.*
- *Make a little competition etc.*
- *Only takes one DOC officer to lead a team of school volunteers.*
- *Arrange visits by local Tohunga with bush knowledge.*
- *Get to the community via schools*
- *A more environmentally orientated curriculum*
- *A greater number of "school environmental days".*
- *A greater DOC presence in schools - DOC coming around to schools and teaching us about what we can do and what they are currently doing.*
- *Education of Conservation into schools: Tertiary studies, Online access, NZQA Framework*
- *Link into Curriculum school/levels from junior to NCEA Levels*
- *Marae based wananga - start off small*
- *Educate the community on native and endangered plant & animal species, encourage the eradication of pest species.*

TO EFFECT CHANGE VIA GOVERNMENT POLICY

- *Restricting goods coming into the region in relation to future use, recyclability, waste packaging and product miles.*
- *Taxes on food miles to subsidise food producers.*
- *Taxing on products or a Road Toll? \$1.00 goes towards environmental activities for the area*
- *A clean green tax?*
- *Car free day.*
- *Regional policy switch from farming to gardening.*
- *Encouragement of carbon offsets for all visitors*
- *Compulsory civic service for youth - DOC to be one provider*
- *G.E free Northland!*

TO CREATE A POINT OF COMMUNITY FOCUS

- *It would be a good idea to have a public place available so that the public can see what they can do and where they can get resources from.*
- *We need an environmental centre!!*
- *Create an Environmental community Hub Utilising our networks where communication/education/political/economical/practical activities (ie: JOBS) can develop and grow*
- *Centralised HUB - Forum with 'teeth', Think tank: gathers resources: speaks for the people*
- *Environment Centre - Shared resources/info/talking/comms/visitors centre/schools*

- *Why not combine an environment centre and info centre: Hub, Communications, Collaboration, Funding, Engagement Plan, Co-ordination (Volunteers), Education, Strategic planning*
- *Use the library to promote*
- *Need Central 'Hub' of information where public can see all that is going and build from there - build community awareness:*
- *Community Development Plan, It could be a good forum for DOC to get involved in*
- *Create a community database with photos & information sharing*
- *DOC Promo/mapper to raise awareness of current projects/locations and how to get involved*
- *We need some sort of a 'network' (including a mapping process - 'the where, how, who' - comms plan, etc).*
- *Maps - magic for people to see....the Kiwi are at risk here (show the area's)....and 'I live here'...(close to the area). Becomes a contagious attitude.*

TO BUILD PARTNERSHIPS

- *Lots of activity happening on the ground but groups are not linked? Link to a type of 'forum' for all?*
- *KDC & Corrections are working together - they've cut through all the 'Red Tape'; So why can't DOC & Corrections start working together?*
- *50/50 partnerships (NRC - fencing, wetlands - 8 flagship farms: they get the funding & buy the plants for planting. NRC & IKHMG join together to do the plans for their farms)*
- *Business orgs with a vested interest in conservation so linking them with conservation projects is a good option*
- *Development of networking between government agencies with an arm to facilitate all objectives as opposed to working in opposition to one another.*
- *There should be a partnership with local marae/iwi to protect and grow our kaimoana, educate our people on sustainability.*
- *Create Advocates & Leaders of Conservation in each Community*
- *Engage a working partnership with Whenua Rahui & NZ Biodiversity establishments to plan & provide resources for the best practices for conservation activities.*
- *We (business) want to get some performance t-shirts printed. Could we get help to source t-shirts from companies with sustainable practices, low carbon.*

FOR BETTER COORDINATION

- *Engage a 'Volunteer Army'*
- *Need better coordination of Volunteers*
- *Volunteer Register (DOC)*
- *Provide a service to 'audit' community conservation so they don't need to spend so much time reporting!*
- *Model the HALO (Hamilton) Project*
- *Landcare groups created in the communities*
- *Network of marine reserves along both coasts*
- *Collaboration, Cooperation & Communication*

TO WORK WITH YOUTH

- *If you want Youth to be passionate about our town & the environment - show us how to care*
- *Going to the old people homes and doing gardens. This would get our youth off the streets and it will help them to respect our elders more.*
- *The community doesn't have a youth centre. If the youth are the next generation they need a place to go! You can teach them life skills and make them aware how important it is to protect and maintain the environment we live in*
- *Get schools involved in picking up rubbish, etc.*

TO BUILD GARDENS

- *We need to have more churches getting involved in looking after our communities - whether that be community gardens - imparting faith, hope & love whilst gardening.
Growing kai - to give families hope & the motivation to get their hands back into the whenua*
- *We have a forum here in Kaikohe that meet every month with regards to the Kaikohe*
- *Big community gardens & clay houses - community spaces/places where you can learn more and go on the weekends to talk and learn more*

TO UNDERSTAND MAORI

- *“Manawhenua is in our hearts”*
- *Acceptance of 'Te Ao Maori' - will strengthen relationships. It's about respecting that relationship between Pakeha & Maori.*
- *As hapu - we should formulate policy - in respect to our area/region*
- *Tino Rangatiratanga - We have to: Dream it! Own it! Live it! Breathe it! Benefit from it.*
- *Prioritise: Our Environment and connect to: Papatuanuku Tangaroa Ranginui Tane Rongo*

TO ACHIEVE PRACTICAL OUTCOMES

- **Water**
- *I would like to see more riparian planting schemes and more funding towards fencing water ways and riparian planting of rivers to help prevent sediment & nutrient run-off into waterways.*
- *I would like to see all rivers fenced off from stock & intensive riparian planting undertaken.
Planting & protection of the river banks with native species where possible will help stabilise the bank absorption run off + provide habitat for the native species,*
- **Flora**
- *Community Gardens (in Dargaville) needs to be developed a bit more.*
- *Manuka planting (to assist with natural regeneration of Kauri & other native trees)*
- *Create corridors between forested areas in the Kaihu - Tutamoe - Waipoua*
- *Create a permaculture and bio dynamic public forest.*
- *Community Native nursery.*
- *Weed busting groups*
- **Fauna**
- *Create a 'Kiwi Health Check' checklist*
- *Dog Campaigns (measure results + attitudes - similar to past MFE surveys)*
- *If we don't control the cats & dogs - the Kiwi's will die....' I'd rather be called a 'kiwi' than a pussy or a doggie*
- *Trap-a-thon*
- **Farms**
- *Work with Farmers to make environmental improvements (DOC/NRC/KDC)*
- *It would be good to create a network of local farmers, for example public organised shops for selling local vegetables/fruits & meat.*
- **Assets**
- *Mitigate Risks (Flooding/water quality/riparian strips/planting)*
- *Community Work: building tracks, clearing tracks, beautifying*
- *Give access to tracks for push biking/hiking - don't spend lots/let local businesses run it.*
- *I would like to see the existing camp grounds retained in the Far North and more services to be provided in these campgrounds. The camp grounds could also have information about the indigenous flora & fauna in the locality.*
- *Give more consideration to environmentally significant sites eg: Ngawai, gumlands, etc.*
- *Plastics/bottles bins in town; not just one rubbish bin*
- *I think it would be great to have artwork on storm drains, reminding people not to litter.*

- **Pollution**
- *Stop Pollution - give out posters (competition)*
- **Technology**
- *Integrating technology for conservation - track applications - ID a bird via software application*
- *Cat & dog microchipping (a better system to keep exotic animals out of our native bush).*

What do people in Northland see as DOC's ROLE?

Apart from DOC undertaking their core business, the Northland community has identified the following roles they would like to see DOC fulfilling:



Building Relationships

- *Brokering Relationships*
- *Extending community engagement & responsibility in order to build 'partnerships' long term.*
- *Building relationships & keeping community & groups informed.*
- *Building relationships with Iwi to work together more and follow the treaty document.*
- *Building a stronger presence in schools*
- *Respecting the relationship between Pakeha & Maori.*
- *Communicating with Volunteers & partners involved so they can prepare for action.*
- *Educating people and the children around conservation.*
- *Developing business partnerships with Iwi input*
- *Collaborating more with other departments and organisations ie. NRC*
- *Being supportive of local initiatives.*
- *Keeping it simple & practical.*

Providing leadership

- *Providing leadership & being a catalyst to galvanise the community*
- *Providing guidance and knowledge of their work/umbrella/support and advice*
- *Being consultants who advise and share expertise.*
- *Moving more strongly into a facilitation/education role.*
- *Advocating for appropriate Government subsidies around & beneficial to community aligned enterprises*
- *Facilitating coordination between different community groups*
- *Becoming the enablers - empowering the community to do their bit - direct them to best practice*
- *Helping groups to source funding - not necessarily from DOC.*
- *Taking a lead in setting up more community groups.*
- *Supplying logistical support.*
- *Sharing expertise in marketing, seeking sponsorship, business planning and approaches*
- *Providing access to technical advice (ie: Landcare/DOC).*

Supporting Youth

- *Supporting youth who want to help in the community.*
- *Rewarding & encouraging more youth to come.*
- *Letting our Rangitahi have a voice, making it cool and fun with exciting activities so that more will be interested in helping.*

...and being creative

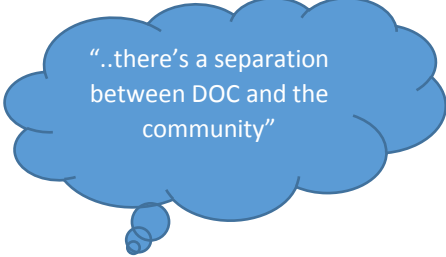
- *Being courageous enough to assist community to do things that are out of the square*
- *Finding creative solutions, using creative people to problem solve & help that solution to be carried out.*
- *Being much more proactive.*
- *Taking a holistic view and a more collaborative approach to engagement*
- *Merging the technical with the cultural and historical*

...with the following provisos

- *Keeping services at levels from 2012 (before job cuts) DOC must be adequately staffed to ensure policies can be met.*
- *Not letting OSH policy affect development - 'life is a risk'*
- *Following through on projects ie. to properly eradicate weeds and pests.*
- *Following up ie. I think something should be done after this survey.*

What else people said about DOC:

People made both positive and negative comments about DOC and some offered suggestions. A few DOC staff contributed some very valid comments and they are included at the end.



“...there's a separation between DOC and the community”

NEGATIVE STATEMENTS

- *Don't know what DOC Does?*
- *The last 40 years DOC say one thing to help the community but don't follow through.*
- *Don't have faith in DOC on any Govt. agency for community initiative*
- *We think that this is just another Government agency looking to 'plant the responsibility' on the community! This has been the trend over a long period of time with many agencies. We don't trust that DOC truly wants meaningful engagement because it has been very 'piece meal' over a long period of time.*
- *DOC needs to wake up to how they protect nature they interfere too much.*
- *They're two-faced*
- *A lot of community projects from organisations like DOC who have started - but never been sustainable*
- *NO translation of DOC policy 'to the ground'*
- *DOC Red Tape*
- *DOC are putting members of the farming community through unnecessary expenses of loss of livelihood.*
- *DOC kill & cut down unnecessarily (non-native trees). Some are beautiful (peach trees) - along the St Hwy 1 in Mangamuka gorge.*
- *DOC what are you doing? Over fishing/sea/rivers/lakes....again what is the Dept of Conservation doing?*
- *We believe that the (DOC) staff in Wellington need to get out of their glass tower and come and meet with the tangata whenua - because they are so close to the political action in Wellington - it seems they tend to forget about Te Taitokerau and our unique needs....so many times have we been seen as the 'poor cousins from the North'....and if you were to research the resources that have been poured into other regions compared to Te Taitokerau - one would tend to find that the phrase 'rings true'....*
- *No organisation by DOC & Local Council Issue with policy dept in Wellington - have now compromised the RMA*
- *I feel they need to communicate with our local agencies and iwi more, maybe by advertising, building partnerships.*
- *Too many times have Govt agencies come in to these communities - with no decent consultation - with no meaningful relationships - and make decisions on our behalf! We hope the DOC (and other Govt. agencies) learn from these mistakes and get 'buy in' from the community before jumping in to provide 'quick fixes' that are not sustainable.*
- *Should be 'bottom up' model - not 'top down'*
- *Lack of DOC staff to make submissions. In certain cases, Forest & Bird have had to 'fill that role'.*
- *Is it not strange that during the 1980's restructuring DOC was formed out of the body charged with planting pines?*
- *DOC has gone overboard with policies and their so-called Conservation methods & knowledge. It's time they were closed down.*
- *Lack of Political transparency*
- *The 'guts' has been just taken out of DOC - therefore the reduction will impact.*
- *Our lot have many-a-issues with DOC & councils....because it really doesn't 'register' with our people when the legislations & policies are quoted & spouted off....it really is a waste of time....providing workshops to understand the legislation and building relationships would be more effective in the long term relationship management planning.*

PERCEIVED LIMITATIONS ON DOC

- *DOC had hands tied (re: mining) so left to forest & bird?*
- *Is DOC's ability to advocate restricted by their being a Govt. department?*
- *The 'powers that be' are not listening!!! Too 'corporate focussed'*
- *It appears DOC at times has too much land to manage - particularly in the South Island.*
- *Conservation (the word): IT'S DULL!!! Where's the 'beauty' behind it? - Why have we accepted this word? Has society (or our Govt) used this word deliberately?*

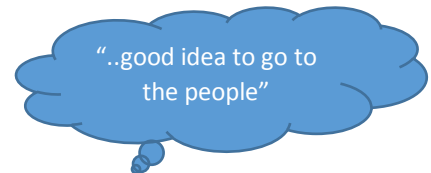
POSITIVE STATEMENTS

- *DOC staff are people/community too*
- *Some of our whanau, hapu, Iwi have great relationships with (some of) the local DOC staff.*
- *Field workers – great*
- *I think that Doc are supporting with conservation*
- *Keep doing the good job. Seem to be doing good job with conservation in Kaipara area. Etc.*
- *NO more job losses please. But other than that I have nothing but good things to say about DOC*
- *Good but could improve.*
- *Don't feel they are lacking in this district.*
- *DOC staff are people/community too*
- *They need more help from Govt & local communities.*
- *There are so many areas that have had to be cut back because of the attitude of successive Governments and the cut back of funds available. Many activities that have been started have either been cut back or abandoned through no fault of DOC workers which has affected their reputations.*

And what DOC people said:

On what they see as the obstacles to people getting involved:

- *A lot of work/enthusiasm often from a few, many of whom wear various 'hats' in various conservation groups.*
- *Succession is a problem.*
- *Funding is an issue - organisations having funding crises. Reporting on funding and accountability important - need to keep a good treasurer.*
- *Often hard to get people to fill roles - Chairperson, treasurer etc - hard for existing ones to step down when no one steps up.*
- *How funding is allocated - check potential issues and ensure biggest bang for a buck. Money needs to be spent responsibly (allocated, administered and monitored carefully.)*
- *Reality for many in Northland - putting food on the table is the priority!*
- *Lack of time - other commitments - family, work*
- *People need to look after their own patch first. Need to provide acknowledgement and support for people on their own lands. Our concept of volunteering may be too narrow*
- *Many people (particularly in more isolated locations) are unable to attend meetings, workshops, volunteer days etc as they either can't afford the petrol or may not have transport, Timing is inconvenient or have family commitments.*
- *Cost of insurance and the need for groups to hold Gro Safe certificates can be a barrier. This would be a national issue. Maybe a partnership with insurance companies and Gro safe/agrichemical providers could be established*



On DOC getting involved with community:

- *Volunteers are mostly older, financially comfortable. Volunteer perception - volunteers don't necessarily need to be fit as a range of activities is available for different fitness levels.*
- *Need to target broader audience - eg social networking for young - facebook?*
- *Go to where the people are and/or support conservation initiatives there.*

- *We think it would be a good idea to go to the people and hear their world view of conservation eg ask marae to share their perceptions with us.*
- *DOC aren't they only agency that have 'barriers & issues' when it comes to engaging with our people. (ie: NRC, KDC, ARC...a good majority of the councils do as well).*
- *We know that staff are scared to engage because of what they've heard out there in our communities, so DOC (and other agencies, including local councils, NRC) have got a lot of work to do in this area (internally).*
- *I do not trust our organisations, mainly our clients, this has been a big barrier for me.*
- *Too often things have been DOC based - shouldn't expect people to come to us for everything.*
- *Need to ask what they want (but be careful not to give unrealistic expectations)*
- *Maybe we make too many assumptions.*

On opportunities:

- *I am interested to discuss use of a repeated survey to measure and evaluate the 'dogs and kiwi' campaign achievement against goals and objectives.*
- *A repeat survey (say every three years) is a handy measurement device for public engagement programmes; and can be used alongside kiwi population statistics.*
- *I have heard that at some point CSU may be involved in surveys in Northland. If so I think it will be invaluable to the team to have a couple of questions included, that can be utilised in 'dogs and kiwi campaign' evaluation.*
- *We could then re-run these 'dogs and kiwi' questions in three years' time to see the impact of our promotions efforts, and measure shifts (hopefully growth) in public awareness.*
- *Asking questions around the numbers of people in Northland saying 'yes kiwi are near'; and 'yes dogs are a risk', (precursor thinking to behaviour change) can be a useful measure.*

On what can be improved:

- *Too often things have been DOC based - shouldn't expect people to come to us (DOC) for everything.*
- *Need to ask what they want (but be careful not to give unrealistic expectations)*
- *Maybe we make too many assumptions.*
- *Maybe we should piggy back on existing events where possible*

On how to approach community

- *Think small scale - any contributions are good actions on private land, maraes, schools etc*
- *Idea to run workshops inviting groups eg garden clubs, garden centres, teachers etc empowering groups to spread the word. Eg. Relief teachers kit*

On how the DOC website could be improved:

- *SOPs and other legal like documents/procedures need to be made available to the public in accessible language - (people friendly). Can be a deterrent but doesn't need to be. Apparently there is a plain English filter available on the internet.*
- *Have simplified templates for health and safety and workplans on website.*
- *Also examples for Management agreement s and MOUs.*
- *Have maps /mapping programme available to the public via DOC website. - Or direct to free examples on the internet.*
- *Expand on how to "train" on the internet. - provide more advanced training.*

What do people in Northland think it would take for them to GET INVOLVED?

MAKING IT MEANINGFUL AND ENJOYABLE

- *We mustn't assume everybody wants to be involved in conservation.*
- *We need to have more intimate relationships with the environment - must be more holistic*
- *Have a heart - not only for the environment but for our people!*
- *Find other people that share your passion - and bring them together!*
- *Youth need to be more involved in Conservation, but the community needs to make It FUN*
- *Fun participation events are great mechanisms to facilitate community access to DOC knowledge.*
- *Employment opportunities - To get a job out of it*
- *For me to be able to get involved it would be a good to have a certain day every couple of months to go to each beach to clean and plant, also learn department of conservation roles.*



WORKING TOGETHER

- **CONSULT! CONSULT! CONSULT!**
- *Talk with us; not at us*
- *Hui, korero and wananga to instil in our people the Vision, the passion & desire through whanau development,*
- *A change in conservation methodology and philosophy aimed at developing strategic partners.*
- *Key changes in direction from the government, putting the power back in people's hands*
- *We cannot do this mahi on our own, it needs experts, kaitiaki, Kaiarahi, kaitonotono, local agents, whanau, hapu, Iwi & the community - otherwise it won't be sustainable.*
- *Only the community can provide solutions for their own issues.*
- *Need to grow some existing initiatives that are working and work cohesively; rather than separately.*

BUILDING CAPACITY

- *Building the capacity within whanau moving towards conservation*
- *Build the capacity within the identified leaders who are passionate about looking after our environment. This needs resourcing, many levels of support, building networks, and having access to experts, who can transfer knowledge. Send people not money!!!!*

RAISING AWARENESS

- *More communications - keeping channels open, perhaps a newsletter that is well publicised*
- *More workshops in schools, more engagement with the community*
- *Monthly community newsletters to inform us what is happening each month in the Far North.*
- *I think conservation issues would appeal to more people if they were framed differently. For example, a TV advert espousing planting NZ natives as a patriotic act would probably appeal to our local farmers, rather than harassing them about stock in watershed.*
- *The problem around here is that people won't believe things are significant unless they see something about it on television.*

PROVIDING A FOCAL POINT

- *We need an environmental centre!! We support the concept of an environment centre - Shared resources, info, talking, comms, visitors centre, schools*
- *Why not combine an Environment Centre and Info Centre? Hub, Communications, Collaboration, Funding, Engagement Plan, Co-ordination (Volunteers), Education, Strategic planning*
- *Have a public place so that the public can see what to do and where they can get resources from.*
- *Create an Environmental community Hub Utilising our networks where communication, education, political, economic, and practical activities (ie: JOBS) can develop and grow*
- *Create a community database with photos & information sharing*
- *Create community Maps - magic for people to see.*
- *Need Central 'Hub' of information where public can see all that is going and build from there.*
- *Centralised HUB - Forum with 'teeth'*

Sector Specific Analysis

The DOC Brief dated May 2013 specifically requested analysis on the sectors of Farmers, Youth, Maori, and Urban/Rural. Private Landowners and Local Organisations were also strongly represented throughout the survey so are also included in this section.

Private Landowners

Private landowners had a close affinity with what could be done on-the-ground on their own properties or in their area.

The following representative samples demonstrate this:

On Communications and Relationships

- *The benefit of everyone getting involved is that it will also benefit the community.*
- *Create an environmentally conscious community*
- *There needs to be more publicity around conservation*
- *It would be good to see DOC supporting local initiatives.*
- *Leasing DOC land to farmers should also be considered more*
- *Should invest in making private property have tank water collections to conserve water - even in town.*
- *This is our whenua and if we don't make it happen things will not change. If we implement change, the benefits are that we work together, we possibly can make some changes for the future.*

On a more practical level

- *Improve water quality by riparian - the most important issue, as we need to make sure our rivers and streams are clean.*
- *Eradication of pests and plants - Remove feral cat populations - working with private landowners - De sexing of animals - there should be a subsidy - possums, stoat, rats etc. The weeds infiltrating the native bush need to be minimised.*
- *Dog wandering*
- *Better river management & incentives for performance.*
- *Rubbish reduction - plastic products ie: plastic bags - changes around landfills - Recycling needs to be more accessible.*
- *Sewerage control - Control of diary effluent systems and pollution in general*
- *I would like to see more awareness of 1080, how it is used in New Zealand, what is it about and who does it effect, honestly.*
- *Conserving land and green spaces.*
- *Employ more hunters to clear up possum control rather than chemicals*
- *Reduce carbon emissions - global warming.*
- *Mining - not in favour of mining in Northland.*

They would like to see

- *Better more coordinated communication and activities to raise awareness of surroundings, a greater appreciation.*
- *Avoiding urban encroachment on rural land.*
- *Composting toilets, chemical bans, and better provision for organic alternatives.*
- *Planting out the waterways, create marine reserves, stop selling conservation land*
- *Prosecuting polluters*
- *More local walks*
- *We would need to know there was someone we could call to get advice.*

Local organisations

Local Organisations tended to have a broader approach to conservation as it applied to communal needs.

The following representative samples demonstrate this:

Their difficulties

- *The OSH processes that DOC have to adhere to (knowing full well that it will impact on the people and stop progress)!*
- *Lack of manpower.*
- *Organisation/time - I work full-time as does nearly everyone involved.*
- *Frustrations within the community have evolved with DOC in terms of more 'desk-work' than actually carrying out conservation.*
- *Money: funding for the community to work on the flaws of the Far North communities.*
- *Hard to sustain in rural areas as most people support many voluntary organisations*
- *There are many Maori & Pakeha volunteers & professional conservation trained personnel that are moving away from my area because they are not listened to or they have not been monetarily recognised, to maintain the 'on the ground' monitoring.*
- *No organisation by DOC & Local Council*

What they would like to see

- *Developing business partnerships with Iwi input*
- *Projects initiated by small community groups that live in the geographical area - not people coming from outside to tell others what to do.*
- *Creation of a local network, for example public organised shops for selling local vegetables, fruits & meat.*
- *More community garden space identified in and around every community.*
- *Education: Not just in schools, pre-schools, Kohanga Reo - but in businesses, & general public*
- *Employment for youth on Conservation activities*
- *A celebration day each year...Conservation day....*
- *Northland being a National 'Leader'*
- *All Far North people being able to see a Kiwi*
- *All the parties involved communicating together and pooling resources.*
- *Community more involved in Pest management*
- *The overall organisation of an Eco-environment being led by private individuals - not the authorities.*

How they see DOC assisting

- *DOC needs to be consultants who advise and share expertise.*
- *It would be good to see DOC supporting local initiatives.*
- *More face to face consultation and community communication would be great.*
- *Promoting awareness of activities - Advertising through posters & in local paper, radio, etc. - Information on conservation activities needs to be available in a public place.*
- *Helping groups to source funding - not necessarily from DOC.*
- *DOC needs to work with all the community services ie: education, health, Maori groups, Maori Women's Welfare League, Marae, Regional and local councils*

The Benefits that they see

- *The benefit of everyone getting involved is that it will also benefit the community - Brings communities together - sense of ownership - Strengthens ties within community - More knowledge & buy in by communities*
- *Social benefits - Satisfaction of a job well done*
- *Creating a better environment for present & future generations.*

Farmers

Those Farmers that participated generally shared the same concerns as others and were in agreement with most conservation issues relevant to the wider community. They even were self-critical at times as many recognised that they needed help to implement more environment friendly practices. They were occasionally defensive due to their being penalised for breaches rather than supported to set conservation measures in place. This section focuses on farm/farmer specific issues:

Their difficulties

- *Farmers need to keep their own land clean because DOC hasn't kept the land maintained.*
- *Rather than DOC taking control, they should train people to conserve their own land.*
- *Why should I pay rates for bush land, when DOC already work on it?*
- *Stop cutting off local access to Kaimoana, etc.*
- *There is not enough food for livestock, especially in the dry season, we need to look on how to improve this to provide them with enough food.*
- *DOC are putting members of the farming community through unnecessary expenses of loss of livelihood.*

Important issues for Farmers

- *Land is for growing grass.*
- *Issues with sprays around their produce.*
- *We would like to see less baits, chemical sprays, poisons used, it is destroying our lives, environment, and waterways.*
- *Weed control*
- *Pest Control.*
- *Control of roaming dogs.*
- *There is a lot of deforestation and overgrazing, I would like it if DOC looked into this more as it would reduce carbon emissions - global warming.*
- *Better river management & incentives for performance.*

What Farmers would like to see:

- *More 'Green' conscious farming practices in the area.*
- *Landowners encouraged to control weeds.*
- *Protect & refurbish heritage property/parks. They too are part of our heritage, not just the land, and animals.*
- *Education days for public*
Support for land owner to fence riparian margins
- *Promote Pest destruction - possum control for food & income*
- *There needs to be more done around climate change issues*
- *It would be nice to see more Maori involvement in their own land, rather than DOC taking control, they should train people to conserve their own land. This could also abate hostilities between Maori & DOC.*
- *I would like to see more riparian planting schemes and more funding towards fencing water ways and riparian planting of rivers to help prevent sediment & nutrient run-off into waterways.*
- *The creation of a permacultural and bio-dynamic public forest.*

Getting involved

- *I would get involved if the project was of local relevance with clear outcomes.*
- *Tie the project into local economic benefits.*

Maori

Maori tried to clarify the fundamental philosophies that drive their thinking and limit their relationships with Government Organisations. They consistently ask that their culture and 'manawhenua' (customary land rights of a hapū or iwi which denotes their ownership, control and sovereignty over a defined area of land) be acknowledged and see settlement negotiations as a potential tool to securing this acknowledgement on an ongoing basis.

The following representative samples demonstrate this:

Their beliefs

- *"Manawhenua is in our hearts..."*
- *"Wai ora" - Water is the essence of our wairua*
- *We live and breathe what changes have occurred in our rohe and can recall the native species that 'once were' in our streams, rivers, etc. Our people can contribute towards enhancing DOC does scientifically, culturally, spiritually - just to name a few.*

Their concerns

- *Poverty is rife here - however we still have dreams, inspiration, motivation, passion, desire & want to work together*
- *We need more jobs*
- *There is a lack of communication between Iwi in the area - I feel that our community needs to relate more and show DOC the unique things that our ancestors have given us to care for our land.*
- *Our people do understand the environmental issues. However, it's the technical skills that are perceived to be lacking.*
- *I believe that if our community was more aware of the situation around our water ways then something would actually be done. I think that it is important because it is such a beautiful thing in NZ and much is being lost due to innocent/ignorant carelessness.*
- *I think that the most important conservation issue up north is people polluting our waters and kaimoana, I would like to see more security around this reason being, is that in 50 years I would still be able to get seafood to eat.*

Their relationship with DOC

- *We believe DOC should be consulting with us as tangata whenua. The public hui are fine for the general demographic - however, they've missed important components to a true partnership under Te Tiriti o Waitangi....Ko tatau nga TANGATA WHENUA i tenei rohe o Te Taitokerau!*
- *Some of our Iwi have declared that they don't wish to work with, be consulted with, or dictated to (for that matter) - by ANY Govt. agency.*
- *As a post-settlement entity - we have not had the greatest relationship with DOC. In fact, the negotiations with this particular Govt agency were the worst! It has been a long, hard road coming back from that draining experience and then try to move on to building relationships! I know that other PSGE's have had/are having the same experience. This needs to change if DOC is going to have meaningful relationships with Iwi long-term.*
- *We think treaty settlement negotiations (in particular 'the impacts of' - with DOC) needs to be researched - and it will soon speak for itself that a lot of work needs to be done in this area.*
- *DOC should work with Maori groups, Maori Women's Welfare League, Marae, etc.*
- *DOC needs to communicate clearly and keep local Iwi informed of issues.*
- *I would just like to encourage the Department of Conservation to be cognisant and mindful of the Maori community at all times.*

Their proposed ways forward

- *Continue to restore the mauri of the land, sea, and air through taking seriously Maturanga Maori, the submission process, monitoring emissions onto the land, into the air & water.*
- *Take seriously Maturanga Maori in considering residential development and not simply 'residents for rates'.*
- *Training for Maori to become Kaitiaki of the land, sea and air - Setting up training programmes for Maori in DOC.- Training Maori across Aotearoa to become kaitiaki of the land, sea, and air.*
- *Use correct (Maori) names for local (area) - knowledge*
- *We've got knowledgeable people to help - so let them.*
- *Hui/korero/wananga to instil in our people the Vision - the passion and desire through whanau development*
- *Our wananga consist of our kaumatua, kuia, taitamariki, pakeke and other key people who are leaders in their field when it comes to Kaitiakitanga - we walk the land, learn the korero tuku iho (the historical account), we whakawhanaungatanga (become kindred spirits), we learn the biodiversity of the whenua, then talk about what activities we can do together to enhance our whenua.*
- *Provide workshops or hui (tools) that work through the Cultural Impacts*
- *Provide employment opportunities – we would like to get a job out of it*
- *Seek agreement from Maori*
- *Respect our culture and our beliefs.*

Urban and Rural differences

From all the comparisons undertaken, there was no particular theme where a pronounced variance existed between the Urban and Rural perspectives.

The only area where there may have been variance was in identifying environmental activities that they would like to see. As a generalisation,

Rural Participants were more likely to propose more practical on-the-ground type activities such as:

- A Trap-a-Thon or subsidised traps, fur & pelt industry
- Encouraging landowners to control weeds.
- Pest control and linking of remnant bush areas
- Better 'policing' of farmlands to minimise pollution
- Clearing of rivers/streams to prevent flooding.
- Weed control and
- Dog aversion programmes.

Whereas Urban Participants were more likely to propose activities that had a more communal or national focus such as:

- Conservation Day celebration each year
- Making Maori television programmes
- Social benefits
- Restricting goods coming into the region
- Transport subsidies or taxes
- Keep green areas green - Protecting & refurbishing heritage property/parks, and
- Promote community driven projects.

Possible Extrapolations

Dominant ideas

- The 4 C's recurred throughout the survey (Communication, Cooperation, Collaboration, and Coordination); these were seen as the key components of a successful relationship with DOC and for mobilising the community.
- A Coordinating Hub. Feedback from all five public hui saw this solution as a response to the lack of coordinated approaches to Conservation issues. A coordinating hub could facilitate at many different levels; from practical environmental activities – to lobbying politically, from 'on the ground' intel – to a strategic communications plan, from building capacity – to collaborating with experts, from fundraising efforts – to generating funding from substantial sources. All communities saw a centralised coordination entity/hub/centre as a key need. A lot of practical and political aspects as to what this centralised hub should 'look like' were considered by participants.
- The word conservation: Interesting linguistic interpretations of the word conservation were openly explored at public Hui in the Kerikeri & Kaitia areas. The thinking was that its 'restricting language' may be a reason why people don't engage at the on-set. There was strong support for changing 'conservation' to something that encapsulates our beautiful natural world, but alternatives were not forthcoming.

Broader implications

- The breadth of the Issue
 - Adelia Hallett, who attended all but one of the Public Meetings, observed that 'the community has a far more holistic view of conservation than the scope of DOC's purposes.
 - When community looks at what it takes to care for the Northland environment, they tend to include everything from rubbish collection to climate change.
- Health implications
 - People felt that involvement with and connection to the environment could have a positive impact on physical health, mental health, and other societal ills.
 - They especially saw this to be the case for young people, even suggesting that suicide statistics could be reduced if young people became reconnected with the earth and involved in meaningful conservation activities.
- Cultural implications
 - Maori facets of full health for people and the planet, are hinengaro, tinana, wairua & whanau (mind, body, soul and family). These constitute the 'four pillars of the house'; the foundation of which is 'Te Ao Turoa' (the environment). As the basis for life itself, environmental issues take on a whole new importance.
 - Maori seek acknowledgement of their cultural responsibility towards the whenua and moana, tane and tangaroa, and this would be best served by giving them a voice in conservation issues. It is the relationship and the acknowledgment that is important; the support will follow.
 - For other cultures, conservation and caring for the environment are no less important; the mythologies may vary though and it is these that determine the importance, and therefore the value placed upon a certain thing.
- Commercial implications
 - Participants felt that some businesses actually worsen the environment by their business activities and that they need to be given the opportunity to offset this.

- There was interest from some business people to contribute towards conservation activities; they said that some means of locating suitable activities would help them do so.

The impact of Settlement Negotiations on community involvement in conservation

- A relationship with DOC and a degree of kaitiakitanga over the environment are both common components of settlement agreements.
- Maori currently in settlement negotiations in the Far North, believe that these agreements are key to reinstating what they consider to be their rightful and fundamental relationship with the land.
- Until agreement is reached, they are concerned that their rights and entitlements will be dissipated or diluted by other consultations or coordinating efforts such as this survey. This was never the intent of this survey; nor is this survey seen as a threat to Iwi having a huge influence over the way conservation is managed in the North in years to come. It is hoped that Iwi and the wider Community will complement each other's efforts.
- In Northland, it is expected that over the next five years, at least eight different tribal groupings north of Auckland will have some say over the management of the whenua and moana.
- Iwi have the potential to become big players in the conservation and environmental fields if they choose to pursue both their commercial and conservational priorities equally.

Section 3: RECOMMENDATIONS

Recommendations for DOC

Be aware that there are different priorities and different solutions proposed from each area surveyed. Please refer to the region specific appendices for a more detailed listing of their recommendations.

- Consider the name 'Conservation' - It is recommended that DOC consider either changing its name or changing the associated image.
 - 'Conserve' is close to 'preserve' and 'reserve'; these suggesting 'sit on it and do nothing' or 'cocoon it for later'. Both are valid ways of caring for the environment but the word association does nothing to promote proactive caretaking of the land.
 - In some definitions it can mean to "economise"; this associates 'frugality' with the department's purposes and may be reflected in a low annual budget allocation.
 - In the forms of 'conservative' and 'conservatism', there is inference to being 'resistance to change' and 'gate keeping'.
- Define the new approach – It is recommended that the following further information be disseminated about the new approach:
 - Reassure the Northland community that being part of a large region which includes Auckland will not be detrimental to servicing Northland.
 - Specify what is and is not included in "continuing fieldwork".
 - Define the extent to which DOC Staff can actually support their commitment "to grow ... field work by developing and maintaining external partnerships with the community, business, local government, Iwi and private landowners" (from a Press release by Al Morrison, Director General, DOC, May 2013), in the areas of funding, human resourcing, and practical involvement.
 - Ensure that all future surveys and sector discussions by DOC Staff align with an overall Northland wide implementation strategy.
 - Investigate where improvements can be made in the areas of Communication, Coordination, Collaboration and Cooperation to involve more community in the new approach.
- Develop Potential alignments and Partnerships - There is strong community support for setting up relationships, partnerships and alliances between government departments, local businesses, existing environmental organisations, Iwi, and philanthropic funders. This aligns with the new DOC approach so engaging community in this process could compliment DOCs objectives.
- Embedding staff in the community is an option that was raised by a number of people. For example, a DOC Staff member could become a member of, or adviser to, a community conservation coordination network. Some Maori also said they would like to have a dedicated DOC Staff member for their hapu or marae.
- It is expected that many government departments have the potential to invest in some way into the conservation effort and it is recommended that these be investigated. A few examples are:
 - The Department of Corrections has the human resources to apply to conservation activities. Dargaville Corrections is keen to get involved.
 - The Ministry of Social Development could apply employment subsidies to conservation projects. Many people saw the potential for their employment support to align with conservation activities.

- People pointed out that local Councils have environmental objectives that would be enhanced by a joint approach with DOC.
- Some business people that attended the Public Hui said they would like to enhance their green image if they could find local conservation ventures to support. They felt that DOC could assist by making lists of potential projects publically available.
- Improve the DOC Image - The perception of DOC varies a little from area to area but generally there is a lot of work to be done around improving the image, building better relationships, raising awareness and integrating with the community. Collaboration is what the community seeks most. It is recommended that the 'new approach' be used as an opportunity for DOC to roll out a 'new look'.
- Relate to Maori - DOC needs to seriously consider its future relationship with Maori given that eight Iwi in the North will likely have achieved settlement within five years. They see settlement negotiations as the vehicle to secure their rangatiratanga and kaitiakitanga over the environment and their relationship with DOC. They need to be assured that other discussions and consultations will not impede their negotiations or dilute their settlement. It is recommended that DOC acknowledge Maori cultural responsibility towards the Whenua and Moana, Tane and Tangaroa, their culture and their voice.
- Improve Communications - There are too many comments stating that people either 'don't know what DOC does' or they feel 'uninformed about what's going on'. It is recommended that DOC invest more energy into rebuilding the public image, communicating achievements, identifying those contributing, and letting people know what's going on and how to get involved. There needs to be more localised promotions and dissemination of what is happening and how people can get involved.
- Contribute to Coordination efforts – The lack of a coordinated approach or even awareness of what each other is doing, became apparent throughout the survey and it was suggested that coordination is the essential 'missing link' to a holistic conservation effort across the North.
 - Coordination would involve identifying all conservation and environmental groups and projects in the North, making connections between them, databasing this information, mapping the locations, meeting periodically, and sharing all this information. This is clearly wider than DOC jurisdiction alone. It is recommended that DOC work alongside those community people prepared to drive such processes and as much as possible, become a part of a coordinated network.
 - Targeting parties with an existing interest in conservation is recommended as the important next step towards achieving coordination of the conservation effort across Northland.
- Support the concept of Centralised or Localised Coordination – The concept of a Community Hub or Resource Centre was a common request that is worthy of consideration.
 - This may be better placed as a community driven initiative rather than a DOC driven enterprise but there are a number of ways that DOC could support the idea.
 - Whether this be by making a community space available at DOC offices, part funding community centres, becoming part of a community committee, holding community awareness forums, contributing to community noticeboards, or providing advice and links to activities, it is recommended that DOC seriously consider this idea.

- Open the door to Youth Involvement – Young people have requested more activities that involve them and have identified music and fun activities as a good attractant. They have given a strong reminder that their world is accessed through music, social media, technology such as apps, and youth events. They also see conservation as having the potential to save them from being unappreciated, considered useless, being undervalued, being depressed, and getting into crime. A serious strategy targeting youth is recommended.
- Promote Education – The people see schools as a good place to start. Firstly as a means to build awareness and enthusiasm in the upcoming generations. They would also like to see conservation and environmental issues become a part of the curriculum at every level. However, a general need for all sectors of the community has also been identified as an important need. This could possibly take the form of more air/screen time on conservation issues, community notices, flyers, newspaper articles, advertisements, newsletters, emailouts, and direct engagement to both keep informed and to educate them on the serious issues in their area. Any input into enhancing the knowledge base of the community around conservation is recommended.
- Tap into external Resourcing - There are resources available in the community (people and machinery) and if the hearts of the community are won, these will become available for projects. Collaboration is again the key however.
- Factor in people’s need for Employment - Where possible, seek potential employment opportunities within conservation related activities.
- Consider the Social implications – While more applicable in some areas, it needs to be recognised that social issues are forefront in the minds of many people and all approaches need to take this into consideration. Before trying to develop conservation initiatives, it is recommended that DOC factor in such issues as the economic state of the town, the social problems of the area, the unemployment situation, or rural isolation. In these cases, resourcing is more important as people feel they don’t have the capacity to volunteer (financially) and it is only through employment or food generation that people will become involved.
- Consider New Ideas - There are ‘Good Idea’ lists at the end of each area section. While this identifies where the idea was collected, they can be applied in any location if considered worthy of adopting.
- Report back to the community –A list of email addresses and phone numbers is included in Appendix 7: Survey statistics although they have been separated from their comments for privacy reasons. It is recommended that DOC issue a personal response to these people summarising the findings and what outcomes this survey may have generated.

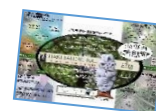
Recommendations for Community Involvement

- Establish a community driven coordination network - A recurrent theme from all areas surveyed was the need for information, communications and a place to go to find out what is happening and how to participate.
 - This could adopt the name 'Caring for Northland (Network)' and could employ the 'Tiaki Taitokerau' banner if the community so chooses. (Note that this slogan is not transferable across all of New Zealand as 'Tiaki' has a different meaning in some tribes)
 - A community network could record, database, promote, advocate, seek funding, seek sponsors, charge subscriptions, event manage and liaise.
 - This could start out as a loose organisation of passionate players at first (especially those that are financially independent) with representatives in at least five localities across Northland that form a core team to pull the project together.
 - DOC would be ideally placed to broker the relationships between potential players in the CFNN, contribute to the database, and possibly contribute sponsorship for an annual gathering of community conservators.
 - It is expected that it would grow organically as more players are pulled into the net and more structure develops.
- Database the Conservation Effort – The aim would be to identify all contributors to the conservation effort (not just those engaged with DOC) thereby promoting a desire to become listed amongst the 'green contributors' across Northland.
- This listing can also identify those businesses that have contributed to the conservation effort and this will promote wider involvement in conservation, even if only in a small way, by many more businesses.
 - This may list groups in Categories such as Conservation Campaigners, Green Farms (those that have taken steps to reduce their environmental footprint), Green Businesses (those that have taken steps to reduce their environmental footprint or are voluntarily supporting conservation objectives), Government Departments (those that are using their functions to include a conservation component) and Community Projects.
 - Each entry would be identified by their Name, address, contacts, Conservation activities, Area of Operations, Funding sources (Private), and DOC Relationship (Private).
 - Each Project listing would show Purpose, Location, Contact person, Start & end dates, and Opportunities.
- Map the Conservation Effort - A picture speaks a thousand words. In similar vein to google earth or linked in, a location application can be set up to draw data from the database to graphically display the locations of conservation contacts. This could be layered by database categories as above.
- Support the existing conservation effort – Once conservation minded groups are identified, work together to coordinate funding opportunities, similar projects, and planning sessions.
- Expand the Conservation Effort in Northland – Then begin to draw more and more people in to the net. This could include assisting interested groups to set up and giving MPs a bigger stake in supporting conservation Northland wide.

Section 4: PROJECT ANALYSIS

PROJECT Review

Forecast Risks



The following risks were identified in the initial proposal and the extent to which each risk manifest is described.

- Low attendance at Hui
 - All Hui were lightly attended but were nevertheless very fruitful in depth opinion as compared to surveys and street discussions.
 - The reasons for this are considered to be lack of lead in time, lack of description in the flyer, lack of an attractant, limited advertising, and the weather in some cases.
- Resistance to discussing these issues
 - Despite a sometimes slow start at Hui while people warmed up, there was little hesitance from people to say what they felt.
- DOC confused with other Government departments.
 - They happened frequently and the comments included many issues well outside the scope of DOC such as Bridges and fishing quota.
 - The difference between DOC and the Ministry for the Environment was difficult for people to see.
 - The proposed improvement in communications and promotions should mitigate this in future.
- C2OCo seen as an advocate or ally of DOC.
 - Frequent clarity was sought about this.
 - C2OCo made a point of veering away from being too pro DOC but also had to defend DOC from time to time.
 - Some people never quite saw the distinction.
 - This was an expected and natural response to such a process.
- Strong identities override the flow of free thought and discussion.
 - There were occasions where individuals with a 'barrow to push' dominated the floor.
 - On event, this was mitigated by members of C2OCo and sometimes by kaumatua and the tangata whenua.
 - Pakeha usually know how to handle this and made allowances but there was a general desire to hear from more people in the available time.
- Perception of selective consulting by DOC.
 - C2OCo steered away from calling this consultation despite some Iwi in settlement constantly calling it so because they were afraid it would undermine their discussions.
 - Being a Northland wide survey, no community was excluded from participating.
 - The survey team is satisfied that everyone who chose to have a voice were given equal opportunity to do so.

PROJECT Lessons learnt

Defining the Purpose

The Tiaki Taitokerau Flyer lacked adequate description of the purposes and objectives of the survey and the Hui. A number of people commented that there was nothing in the text to attract them to attend.

Defining the Scale

For the available time and budget, the scope of the project was too broad in that it was required to:

- Cover all of Northland,
- Target not just those involved but also those not involved, and
- Include too many variables
 - 5 locations
 - 2 locations descriptors (urban or rural)
 - 8 plus sectors
 - 5 key questions
 - No limit on subjects that people could choose to raise.

The collation across all these variables was difficult to fit within the target timeframes.

Developing the Systems

This project employed survey monkey, ZOHO Creator, MS Excel and MS Word to catch, sort, extract and sift the data. It is recommended that adequate time be allocated to build and trial the catchment systems with a view to ensuring that all the variables required at the end of the project can be easily extracted. In this case, a two month period would have been ideal.

The time restraints of this project meant there was no time to trial the systems before starting the project so extractions were particularly time consuming when no immediate means of sorting and filtering was available. In ZOHO, Multi-choice fields also proved problematic as the database cannot report on these and it proved difficult to separate out the themes at the end.

Survey monkey is an excellent catchment vehicle but it would have been more useful if the ability to tag themes to each entry was possible. A better word search engine would have also been useful.

Targeting conservation groups

In hindsight, it would have been better to target parties with an interest in conservation i.e. dig out all the groups that are involved in conservation, even if on the fringe, and whether or not they have a relationship with DOC. In practice, it was only these people that attended anyway.

- These groups have really strong opinions on needs and can better see solutions.
- It is also these groups that are feeling isolated, a lone voice in the wilderness, and lacking a sense of belonging to a bigger conservation effort.
- By bringing these groups together, there is a good chance that alliances would build and this would be the seed of a coordinated community driven conservation initiative Northland wide.
- Given that the survey spanned the whole of Northland, this approach would have enabled stronger targeting and focus on the issues rather than diluting them across many disinterested parties.
- The potential for isolated conservation groups to meet other like minds and build a support network across Northland would have been a huge attractant for them.
- This approach is recommended as an important next step towards developing a strong environmentally minded community in Northland.

Community slogan

'Tiaki Taitokerau' (Caring for Northland) has proven to be an all-encompassing slogan that is inclusive and seems to be accepted by every group working in conservation or caring for the environment in Northland. This has the potential to remain as a community banner after this survey is completed.

Advertising

- Kerikeri residents said that the Northern News is more widely read there than the Northern Advocate.
- More widespread use of Street Flyers, combined with more lead in time, would have helped.

Adapting this model for other areas

- Tikanga Maori was applied to all Public Hui to varying degrees. Northland towns are as much as 60% Maori and it is generally accepted that long term residents of Northland have a fairly good appreciation and acceptance of tikanga Maori in community events. This may not be the case in other areas of New Zealand.
- Before rolling out this model in other locations, one must consider the area dynamic and perhaps adapt to the local situation. Notwithstanding, the methods used are all viable.

Section 5: CONCLUSION

Our experience

We were inspired by the passion and the strong desire across some of the community to maintain a clean and safe environment BUT disappointed by:

- The large percentage of the community that doesn't seem to care,
- The lack of awareness of what is happening on the ground,
- The difficulty people keen to participate in conservation have in trying to connect with projects,
- The confusion around what DOC does, and
- The lack of appreciation for DOC from some quarters.

We were surprised at the large number of groups and individuals that already have conservation or environmental objectives BUT concerned by the apparent lack of:

- Public awareness that many of these groups even exist,
- Public awareness of what opportunities to get involved exist in their area,
- Cohesion between all these groups, and
- Connection between DOC and their communities.

The communities we connected with

This survey targeted Dargaville, Whangarei, Kaitia, Kaikohe and Kerikeri. There is nothing to suggest that this was not a reasonable spread for this survey and while there were some suggestions that people may have been geographically disadvantaged, it would have been quite impractical to repeat the process in all of the outlying areas within the timeframe.

It is apparent that there is a different dynamic in each town.

- Dargaville people seem to live closer to the environment so have quite a practical approach to conservation needs and it seems that many have had some engagement with conservation and DOC in the past. These people were concerned that this was just another waste of time that will come to nothing.
- Whangarei people, being from a harbour city, had a strong emphasis on sea life, sea lifestyles, and water quality.
- Kaitia people live in an environment where settlement negotiations are currently occurring and, while the rest of the community seem very used to hearing about these issues and were very tolerant, there were times when these issues dominated the proceedings. Discussions tended to stay at a political and hypothetical level rather than getting down to the practical level.
- Kaikohe people recognise that social issues dominate the thinking and resourcing is a much more essential component for any activity to be generated in their area. They have a close association with the forest so see flora, fauna and loss of habitat as a high priority but a lack of communications and poor relationships with DOC are seen as a problem. They do not want to be forgotten.
- Kerikeri people tended to be passionate about the environment, most engaged already in their own projects or lifestyles, quite academic in their thinking, and astute in their considerations. They asked the hard questions seeking validity of both C2OCo and the Survey.

The common features across all areas

- The 4 C's (Communication, Collaboration, Coordination & Cooperation) irrespective of what level the attendees approached this at, and
- The need for a Central Hub.

APPENDICES:

Appendix 1: Regional Findings Dargaville

Appendix 2: Regional Findings Whangarei

Appendix 3: Regional Findings Kaitaia

Appendix 4: Regional Findings Kaikohe

Appendix 5: Regional Findings Kerikeri

Appendix 6: Regional Findings Other

Appendix 7: Survey Statistics (Note that these are available electronically on the Memory Stick)

- Catchment statistics
- Top 10 Themes (per area)
- Combined overview (On & Off line theme counts)
- Online Overview
- Northland Online raw data
- Dargaville Online raw data
- Whangarei Online raw data
- Kaitaia Online raw data
- Kaikohe Online raw data
- Kerikeri Online raw data
- Other Online raw data
- Notification List (Phone & Email Lists for Hui and Online participants)

Appendix 8: Online Survey Reports

Appendix 9: Survey Templates

Appendix 1: DARGAVILLE & Surrounds

Overview of Operations

The C20Co Team focussed on Dargaville from Monday 3 June to Friday 7 June 2013. Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed in a number of shops. In all, **374 approaches** were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising, shop window flyers, and street discussions between our surveyors and the public.

Two stalls were set up, one outside Countdown Dargaville, and one at the Farmers Market. Surveyors approached people on the street. **178 responses** were obtained by this means.

A Public Meeting was held at the Town Hall on the 6th of June 2013 at which **26 people attended** (excluding DOC and C20Co members).

From these events, **223 people submitted written responses**; 65 of which chose to enter the Prize draw. Concurrently, an online survey was available on the DOC Website, which brought in a further **3 responses** for this area.



Figure 2: C20Co Surveyors at Countdown, Dargaville

(See Appendix 1 for overall statistics)

General Impressions

The participants from Dargaville and the surrounding areas seemed to be close to nature and were the most practical in their outlook. They have had many dealings with DOC in the past, were concerned that this was just another waste of time that will come to nothing, and a disproportionately large number of negative comments came from this area. Notwithstanding, there were a number of positive statements regarding DOC as well.



Dominant Themes

Logically, Water, Flora, Fauna, weeds, pests, and acting environmentally were important to people of this area. However, DOC Communications, Relationships, Education, and Resourcing were also important to them. The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **13.29% Communications**
- **10.06% Flora, Fauna, Habitat & Pests**
- **9.81% Relationships**
- **7.48% Education**
- **6.58% Environmental Actions**
- **6.45% Water & Waterways**
- **6.32% Resourcing**
- **5.06% Weeds and Pests**
- **4.48% Maori Issues**
- **3.18% Social Impacts**

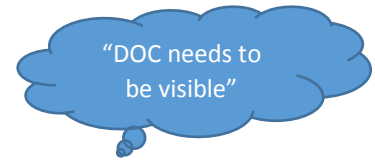


Example comments relating to the **Top Five themes follow**.

What Dargaville people are saying about COMMUNICATIONS:

Promoting conservation

- Better advertising & promotion
- There needs to be more advertising locally and more signage put up.
- Newspaper/Magazines - **'Quirky Stories'**
- It would be good to use the newspapers to get the information out into the community.
- Signage'Welcome to the Kauri Coast'.....show that we are environmentally conscious
- **Signs that say Eco-friendly** or "This community Cares"....or "If we pull it off....." (Attitude shift)
- Signage important - get a reaction!
- Signage (very important)
- More signage!
- **Regular campaigns** to raise the awareness
- DOC PROMOTIONS: Televise, google earth, radio station, papers, schools
- Regular '**conservation reports' on the local radio stations** - getting the word out there!
- Walkway plans - Make them public!
- Advertise places DOC are intending on planting
- DOC to make people aware of where to get plants and seeds
- Lay things out so people can plainly see how they can get involved



Access to information

- I would like to see more information be made available, for example to be sent out to Iwi and local organisations, having meetings and working with local groups and **iwi notice boards**
- More information - Simplify.
Information readily available (ie: fact sheets, audio/visual veneers, youtube clips, dvd handouts, maps, current projects, issues, etc)
- Comms Plan - What's going on?
- **Map** - magic for people to see....the Kiwi are at risk here (show the area's)....and 'I live here' (close to the area). Becomes a contagious attitude.
- **Newsletters** - Eco reports (x 3)
- Not enough info about how to keep control of pests.
DOC need to let people know more of what needs to be maintained.
- Environment/Conservation **Community Hotline**
- **0800 number**

DOC communications

- DOC needs to be visible!
- Doc needs to be more connected and make more of an effort getting out there and connecting with the public
- I think that Doc are supporting with conservation, however I feel they need to communicate with our local agencies and iwi more, maybe by advertising, building partnerships.
- DOC needs to communicate clearly and keep local Iwi informed of issues.
- IWI need to Be informed Re: Info/Honesty - Pro's & Con's

Promoting volunteers

- Pro-actively seek volunteers
- Call for volunteers (advertise through media, newspapers, etc)
- Need to be informed of what projects are available
- Make things more interesting so that the community will want to join in and help.
- Relationship Management is key
- Invite Iwi & Group participation
- Allow people to see how it works

General

- Communication between people/agencies (to help disseminate information) is limited
- There needs to be more communication between departments
- Mining & Drilling - Need clear & honest communication!
- Communication - Don't just want community help - Works both ways
- Should be 'bottom up' model - not 'top down'
- More honest conversation/conservation please
- Grass roots Fund (DOC) - assist, assist, assist!!!

What Dargaville people are saying about FLORA, FAUNA, HABITAT & PESTS:

Animal pests

- *Possums are killing our birds*
- *Pest control - Not only possums, but stoats, ferrets, rats. Killing of native birds by pests, but also other birds need protection as well.*
- *Possum control/Mynah control*
- *Stray cats - ferrets, etc.*
- *Pest Control*
- *Possums, ferrel cats, stupid minors.*
- *Pest control (Possums) - shoots possums but still huge problem (Ferrets).*
- *Pest Control to retain our native birds (Kiwi, Kokako, Kukupa)*
- *Predation of Kiwi by dogs. Lack of concern by dog owners*
- *Kiwi need protection from dogs in the North.*
- *The destroying of unwanted plants around the district.*



Protection

- *I would like to see more done about conservation of birds, especially ducks, water fowl & swans etc. They deserve to be protected just like any other birds in NZ.*
- *I am a private land owner, and I have my own pond and every year i see fewer birds return.*
- *I would like to see shooting limited and fines imposed for over hunting.*
- *Creating 'corridors' between forested areas in the Kaihu - Tutamoe - Waipoua*
- *Create corridors between forested areas in the Kaihu - Tutamoe - Waipoua*
- *I would like to see more protecting of our wildlife and our walkways and tracks. This would help all concerned in the communities and tourism.*
- *Lack of Resources for preservation of species*
- *How to protect our dying species*
- *Save the Natives!*
- *To protect our Kiwi birds.*
- *Kiwi seem to have a lot of supporters, yet their numbers are higher than that of the Kokako, what is being done to preserve this native species.*

Planting

- *Manuka planting (to assist with natural regeneration of Kauri & other native trees)*
- *I would like to see replanting of deforested Government land*
- *Land is for growing grass.*
- *Plant trees (Kai Iwi Lakes) - Shade.*
- *Lack of riparian planting*
- *Re-vegetation issues (lack of resources)*
- *Runoffs - Plant around, so fertiliser doesn't go into property.*
- *Help farmers with riparian planting*

Kauri

- *(x11) Kauri Dieback is a huge issue here. What are we doing to prevent more Kauri trees from dying?*
- *Kauri Die-back (PTA) - huge issue in Waipoua and other forests that hold our taonga (The Kauri Tree)*
- *Need more advocates to assist with the Kauri die-back disease*
- *Need to be careful with sprays. Killing Kauri/Kauri Snails.*
- *Protect our trees.*
- *Absolute protection of trees*
- *Conserving Tane Mahuta and other Kauri trees.*
- *Saving Kiwi - a lot of roaming dogs.*
- *Kauri die-back issue*
- *Maintain our Kauri Trees.*
- *Place a rahui on the Waipoua Forest (protect our Kauri Trees)*
- *When they take one Kauri Tree - plant another 10 trees.*

What Dargaville people are saying about RELATIONSHIPS:

Iwi Relationships

- *I would like to know how our cultural heritage is led, Doc and local iwi need to work together more and follow the treaty document.*
- *We as Maori would like to be heard by Doc, I would like to see us form a united front and work together as it should be.*
- *Respect our culture and our beliefs.*
- *I feel that our community needs to relate more and show DOC the unique things that our ancestors have given us to care for our land.*
- *Doc needs to be more connected and make more of an effort getting out there and connecting with the public*
- *More public help is needed for conservation or organising other organisations to be able to help.*
- *I think that Doc are supporting with conservation, however I feel they need to communicate with our local agencies and Iwi more, maybe by advertising, building partnerships.*
- *Locals supporting local business.*
More opportunity for youth activity and lifestyle so that they have a reason to stay in small town.



Community Relationships

- *It would be a good idea to involve the public, giving them a place to see where and what is happening in an easy way*
- *Public attitude needs to be changed towards conservation.*
- *Find out what is going on in the Kaipara (by linking up the various community/environmental/all interested groups)*
- *Mapping (GIS, etc) of environmental things of interest - promotes awareness (eg: Kiwi distributions, etc)*
- *Create a sense of pride in the project/environment*
- *Should be 'bottom up' model - not 'top down'*
- *Community Groups will be required*
- *People need a safe environment to have their say if they see any problems*
- *Utilise people (with the will or the skills) in own area*
- *Create an Environmental community Hub Utilising our networks where communication/education/political/economical/practical activities (ie: JOBS) can develop and grow*

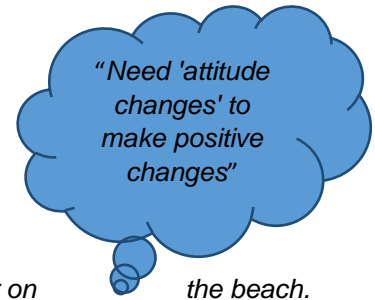
Setting up Partnerships

- *(business, local community organisations, Universities, schools, Local Government, Iwi, etc).*
- *Help with advocating for Funding: NRC - Biodiversity, management applying for funding and planning*
- *Collaborate to work on projects together*
- *Increase Partnerships and Apprenticeships*
- *Reconnecting Northland Project - potential to get projects happening in the area*
- *Working with Farmers to make environmental improvements (ie: Fonterra/DOC/NRC/KDC)*
- *Collaboration between different networks & groups to work towards a Common Goal*
- *Increase your networks/Networking, Coordinate Planning, Broker Relationships*
- *Conservation Forum for Kaipara (Council/DOC/Public must have access)*
- *Invite Iwi & Group participation*
- *Create a place where we have COMMON GOALS (Iwi, DOC, Community)*
- *Coordinated work plans*
- *Forming Partnerships:- Iwi, Corrections, Local Agencies, Groups, 50/50 partnerships*
 - *(NRC - fencing, wetlands - 8 flagship farms: they get the funding & buy the plants for planting.*
 - *NRC & IKHMG join together to do the plans for their farms)*
 - *IKHMG (Te Uri o Hau, NIWA, KDC, ARC, NRC, RDC, Landcare, Ngati Whatua, etc.)*
 - *(Corrections/DOC/MFE/Silver Fern Farms)*
 - *Business/community groups (Collaboration)*
- *Doc needs to build solid relationships with more Government departments ie locals & Iwi Form partnerships with Corrections (cut through the 'Red Tape')*
- *Donnellys Crossing projects - Tracks (Corrections/DOC/KDC/NRC Partnerships)*
- *Probation can do specific tasks for DOC (Programme leader v. Interested in concept)*
- *Corrections: Our clients get constructive meaningful work that they too get something out of assisting with environmental activities in the community*
- *Link 'Aucklanders' to Dargaville/Northland*
- *Attract industry/business to the North (ie: lower house costs, etc)*

What Dargaville people are saying about EDUCATION:

Schools

- *There needs to be more education within the schools, both Iwi and Mainstream schools, it would be good if it was collaborated as part of the curriculum.*
- *I think that Doc need to invest more time and energy into primary school education - if we want people to be care about conservation in the future then we need to capture that interest early*
- *More school involvement. Eg: clubs to do clean up trips in the forest or on the beach. Make a little competition etc. Only takes one DOC officer to lead a team of school volunteers. I think DOC is a fantastic organisation but it is up to communities to support them.*
- *Conservation in schools*
- *There are not enough resources given to educate people/schools or conservation.*
- *Education within schools - Iwi and main stream to collaborate with this curriculum*
- *School competition involvement (that also involves all the families)*
- *Programmes to promote the environmental issues in Schools*



Public

- *Want DOC to be more involved in teaching the general public about who they are and what they do.*
- *People need a safe environment to have their say if they see any problems*
- *Need to be informed of what projects are available*
- *Need 'attitude changes' to make positive changes*
- *We need an environmental centre!!*
- *More opportunities to educate the community is essential*
- *Educate our community about our taonga (especially our kauri & kiwi)*
- *Create an Environmental community Hub Utilising our networks where communication/education/political/economical/practical activities (ie: JOBS) can develop and grow*
- *Educate and use the resources we have*
- *Information readily available (ie: fact sheets, audio/visual veneers, youtube clips, dvd handouts, maps, current projects, issues, etc)*
- *DOC PROMOTIONS: Televise, google earth, radio station, papers, schools*
- *ADVOCACY: (ie: Kiwi aversion training, etc - great 'buy in' from training the pig hunters)*
- *DOC Promo/mapper to raise awareness of current projects/locations and how to get involved*
- *Conservation Forum for Kaipara (Council/DOC/Public must have access)*
- *Lay things out so people can plainly see how they can get involved*

What Dargaville people are saying about ENVIRONMENTAL ACTIVITIES:

Things that can be done

- *Important to plant natives, but also in public parks, walkways, etc. Plant fruit trees so the land is also productive.*
- *Consider transport subsidies or something similar for those who commute - less cars on the road, possibly improve train transit or even river transit.*
- *Protect & refurbish heritage property/parks. They too are part of our heritage, not just the land, and animals.*
- *Keep green areas green.*
- *Everyone needs to do their part, but they need to know what they can do.*
- *Should invest in making private property have tank water collections to conserve water - even in town.*
- *More school involvement. Eg: clubs to do clean up trips in the forest or on the beach. Make a little competition etc. Only takes one DOC officer to lead a team of school volunteers. I think DOC is a fantastic organisation but it is up to communities to support them.*
- *Create a 'Kiwi Health Check' checklist*
- *Seed Propagation (Increase)*
- *Mitigate Risks (Flooding/water quality/riparian strips/planting)*
- *Pest Control. Control of roaming dogs.*
- *Predator Control.*
- *Harbour repair, planting strip on the rivers.*
- *Employ more hunters to clear up possum control rather than chemicals*
- *Support Organic Farmers*
- *Continue the looking after walking tracks around the country.*
- *Do more community projects - schools, etc.*
- *Rubbish.*
- *Lakes and beaches.*
- *Activities: Planting trees*



Area specific

- *Planting trees out the lakes (Kai Iwi)*
- *Mt Tutamoe - Potential for work to happen there working with Forestry/Iwi/DOC/Landowners*
- *Creating 'corridors' between forested areas in the Kaihu - Tutamoe - Waipoua*
- *Donnellys Crossing projects - Tracks (Corrections/DOC/KDC/NRC Partnerships)*
- *Bayleys Beach Development - erosion/waste water*
- *Conservation Forum for Kaipara (Council/DOC/Public must have access)*

Key Sector Themes

The top three sectors represented in Dargaville (by number of suggestions put forward) were Private Landowners, Maori, and Farmers. Their responses are considered here.

Private Landowners Dargaville

Private Landowners tended to take a very practical, and broad, view of conservation requirements. Their preferences are listed here:

- *It appears DOC at times has too much land to manage - particularly in the South Island. Conservation in the North should involve education in resources - particularly overfishing.*
- *Leasing DOC land to farmers should also be considered more*
- *Would like to see DOC camping ground charges capped to make it affordable for large families (ie: cap at 2 adults, 3 kids). As a family of 9 children an option for family holidays would be an option if paying normal family rates. Thanks*
- *I believe the decision to having mining on DOC land to be a terrible thing for future generations of young kiwi's. Not happy with mining on Conservation land. Would like to see better maintained walkways + bike tracks. Continue the look after walking tracks around the country.*
- *More rubbish bins.*
- *Important to plant natives, but also in public parks, walkways, etc. Plant fruit trees so the land is also productive.*
- *I would like to see more done about conservation of birds, especially ducks, water fowl & swans etc. They deserve to be protected just like any other birds in NZ.*
- *Consider transport subsidies or something similar for those who commute - less cars on the road, possibly improve train transit or even river transit.*
- *Protect & refurbish heritage property/parks. They too are part of our heritage, not just the land, and animals.*
- *The destroying of unwanted plants around the district.*
- *Gorse control*
- *Keep green areas green.*
- *Possum control/Mynah control*
- *Predator Control.*
- *Not sure about 50/50 T & T Drop (Possums)*
- *Employ more hunters to clear up possum control rather than chemicals*
- *Pest control - Not only possums, but stoats, ferrets, rats.*
- *Killing of native birds by pests, but also other birds need protection as well.*
- *Killing Kauri/Kauri Snails.*
- *When they take one Kauri Tree - plant another 10 trees.*
- *Runoffs - Plant around, so fertiliser doesn't go into property.*
- *Less spraying of Roadside with chemicals.*
- *Keep rivers and streams clean.*
- *Harbour repair, planting strip on the rivers.*
- *Should invest in making private property have tank water collections to conserve water - even in town.*
- *Governments and the cut back of funds available. Many activities that have been started have either been cut back or abandoned through no fault of DOC workers which has affected their reputations.*
- *Consideration (Environment) - business/environment balance. Not just business.*

Maori Dargaville

Maori sought to have their culture acknowledged and their voice heard on conservation issues. Their priority issues were better communications and the protection of flora, fauna and waterways.

- *I feel that our community needs to relate more and show DOC the unique things that our ancestors have given us to care for our land.*
- *Our own people (Maori) being involved*
- *Kia ora, I would just like to encourage the Department of Conservation to be cognisant and mindful of the Maori community at all times. I would hope here in the Taitokerau, that DOC is endeavouring to look after the whenua for the tangata whenua. Nga mihi.*
- *More Contribution from Iwi.*
- *We've got knowledgeable people to help - so let them.*
- *Respect our culture and our beliefs.*
- *Iwi contribution rather than DOC.*
- *Train the next generation*
- *DOC needs to communicate clearly and keep local Iwi informed of issues.*
- *I think that Doc are supporting with conservation, however I feel they need to communicate with our local agencies and iwi more, maybe by advertising, building partnerships.*
- *I would like to see more information be made available, for example to be sent out to Iwi and local organisations, having meetings and working with local groups and iwi notice boards*
- *More information - Simplify.*
- *Work with community and Iwi.*

Protecting

- *I would like to see more protecting of our wildlife and our walkways and tracks. This would help all concerned in the communities and tourism.*
- *They (trees) got cut down (Kai Iwi Lakes). Don't have a car or much time.
Benefits: To preserve our beautiful country*
- *Just that conservation is very important to New Zealand and is something I believe needs to be supported by Government.*
- *Kauri Dieback is a huge issue here. What are we doing to prevent more Kauri trees from dying?*
- *Conserving Tane Mahuta and other Kauri trees.
Saving Kiwi - a lot of roaming dogs.*
- *Planting trees out the lakes (Kai Iwi)*
- *Lakes and beaches.*
- *No mining.*
- *I would like to stop the government from deep sea oil drilling, in Northland.*
- *We would like to see less baits, chemical sprays, poisons used, it is destroying our lives, environment, and water ways. And we are now starting to pay the price dearly.*

Farmers Dargaville

There were no strong themes that really stood out from the Farming Sector in the Dargaville area; rather there was a broad cross section of concerns across many themes demonstrating that farmers tend to have a good picture of broader conservation issues as well as those that affect their farms directly.

Certainly, the eradication of pests was common.

- *Pest Control.*
- *Control of roaming dogs.*
- *To protect our Kiwi birds.*
- *More trapping of possums rather than poison*
- *Pest control for chickens (Possums, stoats).*
- *Having more cages available.*

There was however a stand for non-poisonous methods:

- *Issues with sprays around their produce.*
- *We would like to see less baits, chemical sprays, poisons used, it is destroying our lives, environment, water ways.*
- *Less spraying of Roadside with chemicals. Maybe more slashing of weeds instead.*

Other issues were:

- *Farmers need to keep their own land clean because DOC hasn't kept the land maintained.*
- *I don't like them (DOC).*
- *Good things to say about DOC*
- *It would be nice to see more Maori involvement in their own land*
- *Stop cutting off local access to Kaimoana*
- *Important to plant natives, but also in public parks, walkways, etc. Plant fruit trees so the land is also productive.*
- *Consider transport subsidies or something similar for those who commute*
- *Protect & refurbish heritage property/parks. They too are part of our heritage, not just the land, and animals.*
- *More school involvement. Eg: clubs to do clean up trips in the forest or on the beach.*
- *Land is for growing grass.*
- *Kauri Dieback is a huge issue here.*
- *Need to do the bridges (that is one way)*
- *Maintain cleanliness in Northland.*
- *More jobs needed so that more income to the family.*
- *Do more community projects - schools, etc.*
- *Rubbish.*
- *Weed control*
- *Recycle everything that I can*

What negative comments Dargaville people are saying about DOC:

1.55% Negative feedback about DOC – This only represent 12 submissions but adding ‘Lack of DOC follow through on their policies’ increases it to 30 or 4.23% and, adding ‘Lack of consultation with Maori’ increases it to 60 or 8.11% which would have ranked this as the 4th most popular theme. In this case we have limited the count to definite dislike of the Department but have added comments below for consideration.



Issues with DOC practices

- *DOC shouldn't be dropping staff, they should be hiring more & having more people out being more proactive.*
- *My brother thinks DOC are ruining the flora of the forests with poisoning animals etc which then poisons the earth, etc.*
- *Don't agree with DOC - Why should I pay rates for bush land, when DOC already work on it?*
- *When are they (DOC) going to finish work on Kaihu River? Job was started 12 months ago - packed up and left. Haven't finished. Please finish the job - it's ugly.*

Issues with DOC

- *NO translation of DOC policy 'to the ground'*
- *I don't like them (DOC).*
- *It seems the only people who know about DOC are the ones who always fight with them.*
- *DOC is the biggest secret army forced upon the people. They are a load of bullsh--*
- *Keep thieving hands off Iwi land.*
- *Stop appropriating Iwi land for own purposes (ie: Holidaying, division).*
- *Stop cutting off local access to Kaimoana, etc.*
- *DOC has a lot to answer for - Land, ruining our whenua.*
- *(X 18) DOC needs to follow through on policies they put in place.*
- *DOC has gone overboard with policies and their so-called Conservation methods & knowledge. It's time they were closed down.*

Lack of Visibility (Note that these are not necessarily negative comments about DOC but they do suggest a lack of communications on the part of DOC)

- *I wish DOC presented themselves in the community more so that we would actually know more about them.*
- *(X 23) Don't know what DOC Does?*
- *(x 4) Don't know much about DOC.*
- *I don't know much about what DOC does - just want them to protect our forests.*
- *Have no knowledge of anything regarding this topic (Conservation).*
- *DOC needs to be visible!*
- *Would like to know more.*

But let's offset that with some positive comments...

- *Keep doing the good job (12 instances). Seem to be doing good job with conservation in Kaipara area. Etc.*
- *NO more job losses please. But other than that I have nothing but good things to say about DOC*
- *(DOC) Good but could improve.*
- *Don't feel they are lacking in this district.*
- *DOC staff are people/community too*
- *They need more help from Govt & local communities.*
- *There are so many areas that have had to be cut back because of the attitude of successive Governments and the cut back of funds available. Many activities that have been started have either been cut back or abandoned through no fault of DOC workers which has affected their reputations.*



...and some good ideas:

PROMOTIONS

- *It would be good to use the newspapers to get the information out into the community.*
- *Media exposure - Maori television: Make programmes*
- *Prominent signs for conservation at Dargaville entrances & exits.*
- *Promote 0800 number for DOC so that people can report issues that need to be addressed or can call if they see wandering dogs, etc. - Environment/Conservation Community Hotline*
- *Regular 'conservation reports' on the local radio stations - getting the word out there!*
- *A contact number on signage so that you know who to contact for that specific issue (eg: Dogs killing*
- *Promoting an 'Enviro-community' in the North (ie: signage, enviro-friendly activities, enviro-cultural experiences, eco-tourism, etc)*
- *Signage'Welcome to the Kauri Coast'.....show that we are environmentally conscious, that say 'Eco-friendly' or "This community Cares"....or "If we pull it off....." (Attitude shift), Kiwi signs*
- *DOC PROMOTIONS: Televise, google earth, radio station, papers, schools*
- *Newspaper/Magazines - 'Quirky Stories'*
- *A much stronger, clearer National identity around conservation (ie: all agencies, NGO's, private, tourism, etc)*



EDUCATION

- *More school involvement. Eg: clubs to do clean up trips in the forest or on the beach.*
- *Make a little competition etc.*
- *Only takes one DOC officer to lead a team of school volunteers.*

PRACTICAL

- *Community Gardens (in Dargaville) needs to be developed a bit more.*
- *Manuka planting (to assist with natural regeneration of Kauri & other native trees)*
- *Create corridors between forested areas in the Kaihu - Tutamoe - Waipoua*
- *Work with Farmers to make environmental improvements (DOC/NRC/KDC)*
- *Create a 'Kiwi Health Check' checklist*
- *Mitigate Risks (Flooding/water quality/riparian strips/planting)*
- *Dog Campaigns (measure results + attitudes - similar to past MFE surveys)*
- *Community Work: building tracks, clearing tracks, beautifying*

CENTRE

- *It would be a good idea to have a public place available so that the public can see what they can do and where they can get resources from.*
- *We need an environmental centre!!*
- *Create an Environmental community Hub Utilising our networks where communication/education/political/economical/practical activities (ie: JOBS) can develop and grow*
- *Create a community database with photos & information sharing*
- *Map - magic for people to see....the Kiwi are at risk here (show the area's)....and 'I live here'...(close to the area). Becomes a contagious attitude.*
- *DOC Promo/mapper to raise awareness of current projects/locations and how to get involved*
- *Need Central 'Hub' of information where public can see all that is going and build from there - build community awareness:*

PARTNERSHIPS

- *KDC & Corrections are working together - they've cut through all the 'Red Tape'; So why can't DOC & Corrections start working together?*
- *Business orgs with a vested interest in conservation so linking them with conservation projects is a good option*
- *50/50 partnerships (NRC - fencing, wetlands - 8 flagship farms: they get the funding & buy the plants for planting. NRC & IKHMG join together to do the plans for their farms)*

OTHER

- *Need a celebration day each year - Conservation Day*
- *Have a champion or a group of champions to back this*
- *More Maori stories - Maori interpretations of the area*
- *Apply to the Tindall Foundation for funding*
- *Conservation Forum for Kaipara (Council/DOC/Public must have access)*
- *Linking 'Aucklanders' to Dargaville/Northland*

Recommendations for Dargaville

- Communications
 - There are too many comments stating that people either ‘don’t know what DOC does’ or they feel ‘uninformed about what’s going on’. Much work needs to be done on rebuilding the public image, communicating achievements, identifying those contributing, and letting people know what’s going on and how to get involved.
- DOC Perception
 - There is clearly some work to be done on relationship building with the wider community. Not just with regards to building partnerships and brokering other relationships but at a personal and public level.
 - People noted that the Department has suffered budget cuts in recent years and felt that this could have resulted in their being less resources for networking and meant that engaging with the public only occurred on the serious issues, often contentious, resulting in a history of confrontation rather than collaboration.
 - Collaboration is what the community seeks most. The Department needs to consider how it can best utilise its new approach to build personal networks to advance collaborative projects. One respondent said “Relationships are key” and Staff re-established under the new approach for this purpose, need the time to build these relationships.
- Relationships
 - Iwi – Maori want a relationship with DOC; whether as part of a settlement agreement or not. They want their culture acknowledged and their voice heard. Some would like to see a united front with Iwi and DOC working together. It is recommended that the Department build these relationships.
 - Community – People feel that Doc needs to be more connected and make more of an effort getting out there and connecting with the public. They feel uninvolved and uninformed. Improving external communications should ameliorate this problem
 - They have requested that the conservation effort be mapped in some way. Mapping, or supporting the mapping of, the conservation effort, projects happening and opportunities available, is recommended.
 - It was suggested that to involve the public, they need a safe place to see where and what is happening in an easy way.
 - One option is that the DOC office become this. Often DOC buildings are not inviting or welcoming to the public. In Dargaville, there is a front desk and lobby where one must wait until they are called. Where DOC Offices are co-located with information centres, there is usually a Public area that makes it easier for people to come in. A culturally appropriate front area might be considered as a public discussion place and community information board. Many offices do not have or need a street front appeal but it is one way to promote community involvement.
 - The other option is to support the community to set up its own conservation/environmental resource centre but this will take time and money.
 - There is strong community support for setting up relationships, partnerships and alliances between government departments, local businesses, existing environmental organisations, Iwi, and philanthropic funders. This is part of the new approach and the community needs to be made aware of or connected to these potentials.
- Education
 - Schools – This is a national issue but is noticeably lacking in this area. The participants see this as the key to changing the thinking about conservation for future NZ. It is recommended that DOC develop resources (DVD, Booklets, Trainers, and Project Ideas) for various age groups, allocate staff to regular circuits for schools, devise and support school

- projects of a scale that can be easily implemented by schools, and see if DOC can influence the MOE to include a Conservation/Environmental aspect into the curriculum for all students; at least on a regular visit basis.
- Community – Again, this will need national backing but the Department needs to step up its promotional activity, both at national and local level. Nationally, this may be more air/screen time on conservation issues. At a local level, communities appreciate notices, flyers, newspaper articles, advertisements, newsletters, email-outs, and personal approaches to both keep informed and to educate them on the serious issues in their area.
 - EnviroActs
 - There is a list of things that the community has identified above as needing doing. Some may be outside the scope of the Department but it is recommended that the list be reviewed and where possible some attempt be made to demonstrably get involved in those activities.
 - Resourcing
 - While control over this aspect as far as DOC is concerned is out of the hands of the regional staff, Dargaville participants generally felt that DOC was under resourced and has been for some time. They see this having an impact on what DOC is able to do in all areas of conservation. The community wants more sponsorships, apprenticeships and volunteer opportunities. There were suggestions though that philanthropic organisations and other government funding sources be investigated.
 - The past and current Staff losses are not seen as a good thing by all who commented regarding this.
 - There are resources available in the community (people and machinery) and if the hearts of the community are won, these will become available for projects.
 - Some sort of Resource Centre was suggested where they could become more aware of conservation issues and connect with conservation opportunities. This could likely grow from the community but DOC should support all such efforts.
 - There is interest in conservation at a personal and household level and this is something that should be promoted.
 - Private Landowners in the Dargaville area.
 - This sector has demonstrated a broad and practical interest in conservation issues so it is recommended that DOC consider some sort of program that identifies the land owners in the area, liaises with Land Owners, identifies their needs, notes their capacity, and looks at ways to generate a ‘mexican wave’ of interest from farm to farm and property to property on projects such as feeding corridors and waterway protection.
 - Maori in the Dargaville area
 - This sector seeks acknowledgement of their cultural responsibility towards the whenua and moana, tane and tangaroa, and this would be best served by giving them a voice in conservation issues and a ‘knock’ when you go into their area. It is the relationship and the acknowledgment that is important; the support will follow.
 - Farmers in the Dargaville area
 - This sector is either interested in conservation or not. Approach them in their capacity of Private landowner as described above. Many farmers are not the landowners and there is no evidence from our survey to suggest that there is any interest in conservation from this quarter. It seems it is up to the farm owner to dictate the priority tasks for the farm.

Local identified needs in the Dargaville area.

Consider how the Department can manage the local issues and activities that were raised with the survey team. This may require seeking further details, managing fallout from previously unsuccessful projects, generating new relationships, or steering the parties in the right direction but it will give the message that DOC has listened to the people. The few that emerged were:

- *Bayley's Beach - Development - erosion/waste water - huge concern. Consider whether this is within DOCs scope and whether there is any assistance of advice that could assist.*
- *Kai Iwi Lakes - Plant trees for Shade.*
- *Kaihu River Job that was started 12 months ago - packed up and left. Consider finishing this job?*
- *Northern Wairoa/Kaipara Harbour – Liaise with the Integrated Kaipara Harbour Group to consider future partnerships or alignments.*
- *Department of Corrections/Probation – Liaise with the Probation Manager to consider a way to utilise the labour available to enhance the conservation effort in the area. Look for a stable long standing relationship that will be mutually beneficial and doesn't place too many obstructions in the way. One of the ideas related to this was to maintain the tracks in Donnelly's Crossing by way of a partnership between Corrections, DOC, KDC and the NRC.*
- *Mt Tutamoe – Apparently there is potential for work to happen there working between Forestry, Iwi, DOC, and Landowners but we lack detail on this suggestion.*
- *Creating 'corridors' between forested areas in the Kaihu - Tutamoe – Waipoua. There are some parties who are keen but there will be others along the chain that will need convincing. Link up with Stephen King's block.*
- *One of the recommendations from the Public Meeting was that a Conservation Forum for Kaipara be set up with Council and DOC representation and it was noted that the public must have access. DOC Northland might wish to consider this option.*

Appendix 2: WHANGAREI & Surrounds

Overview of Operations

The C2OCo Team focussed on Whangarei from 6 June to 22 June 2013.



Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed at Northtec and with local organisations. In all, 445 approaches were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.

For two days (12-13 June), a stall was set up at Northtec to piggy back on the Youth Forum that was held at the Marae. Surveyors approached people at Northtec and on the street and a Public Meeting was held at Northtec Marae on the 22nd of June 2013 at which **18 people** (excluding DOC and C2OCo members) attended.

From these events, 74 people submitted written responses; 51 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further 42 responses for this area.

(See Appendix 1 for overall statistics)

General Impressions

The participants from Whangarei and the surrounding areas, being from a harbour city, had a strong emphasis on sea life, sea lifestyles, and water quality. There was a high number of young people that participated due to the coincidence of the youth forum with the Survey.

Dominant Themes

Again, Sea, Waterways & Water, Flora & Fauna, weeds, pests, and acting environmentally were important to people of this area. And again, DOC Communications, Relationships, Education, and Resourcing were also important to them. The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

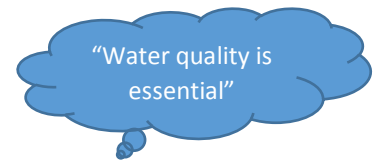
- **15.34% Water & Waterways**
- **13.45% Flora, Fauna, Habitat & Pests**
- **11.9% Communications**
- **9.31% Relationships**
- **8.45% Education**
- **6.21% Environmental Actions**
- **5.86% Weeds and Pests**
- **4.83% Social Impacts**
- **3.45% Resourcing**
- **3.45% Government Policy**

Example comments relating to the **Top Five themes follow**.

What Whangarei people are saying about WATER:

WATERWAYS

- *The most important conservation issue to me is having clean water ways and healthy native bush.*
- *I would like to see DOC help with funding with water ways and bush conservation. This would make our environment healthy and beautiful and great for wildlife.*
- *Rivers - Loss of natural look - politically nothing done about it*
- *Water quality is essential - we need to be Kaitiaki of our local fresh waterways so farming CAN be sustainable and so pollution does not carry on out to sea Pine Forest effecting quality of the rivers - effecting life within the river*
I would like to see unblocking of flood gates.
- *Easy access to clean drinking water - in general.*
- *Farmers - Water quality: catchment management/riparian planting/taking more water for irrigation.*
- *Chemical run-offs*
- *DOC to get involved with supporting hapu with river and stream monitoring to ensure that detrimental effects by dairy and beef cattle is mitigated wherever possible and feasible.*
- *DOC drive for policies and regulations that address farming practises that are harmful to the health of our waterways*
- *Tikipunga/Whangarei falls*
- *Cleaning waterways, walkways along the water, open access to the water's edge, effluent control.*
- *If more is done to protect the water ways then the tuna will start to come back. It would be good to see DOC take the lead and start the project. Possible rahui on Tuna.*
- *Drains covered when there is construction work going on.*
- *Greater urgency given to water quality. The halt to any commercial exploitation of natural water sources in Northland - allow no more, and if possible withdraw existing examples.*



HARBOURS AND COAST

- *Coastal Fringe: Dune Protection, Planting (lack of), protecting plant/animals on the dunes - bird life, etc. Preventing sand dune erosion by planting of Pingao.*
- *Have you ever seen silt in the blue water bays of east coast northland? I have many times after it has rained and the rainwater has gone down the drain taking all the silt from the local building site with it. A simple measure of covering the drains would do the trick but the council isn't interested in checking building sites for this. The developers pay the money and the council looks the other way.*
- *I would like to see planting up at 90 mile beach and also planting Pungao at Waimamaku Hokianga.*
- *We need to be looking after our beaches, our seafood spots. Keeping greedy people and chemicals out of our seas and beaches*
- *It would be a good idea to have a beach clean-up.*
- *I would like to see more conservation around the mudflats.*
- *Keep vehicles off the beaches - Killing our kaimoana*
- *Biosecurity - Ballast water from ships*
- *Network of marine reserves along both coasts*
- *Project Jonah - Whale saving, these are important issues to me.*
- *There seems to be fish numbers in local harbours/seas depleting. There needs to be more rules put in place about where people are able to fish and when and how much. Quota's, etc*
- *There seems to be mass fishing, these days Whangarei waters are heavily occupied with fisheries organisations. We need to look at restoring the sea ecosystem and monitor the fishing activity that is going on.*
- *I think that the most important conservation up north is people polluting our waters and kaimoana, I would like to see more security around this reason being, is that in 50 years I would still be able to get seafood to eat.*

- *Heavy restriction of coastline 'ribbon development' i.e. houses and 'lifestyle' blocks along lengths of coastline.*
- *Close to shore fish stocks*
- *For the Marine reserve and the ownership of land, DOC should be lobbying along with the instigators against the commercial fisherman and government to make this*
- *Poor water quality means reduction of basic flora and fauna in streams - we need these little building blocks to support all life.*

GETTING INVOLVED

- *I would like to see DOC playing a supporting role in conservation activities in the community, maybe getting out there more on our beaches.*
- *For me to be able to get involved it would be a good to have a certain day every couple of months to go to each beach and clean, also learn department of conservation roles and plant Pingao along the sand dunes.*
- *I have been involved with conservation with my grandma. She already grows pingao seedlings to plant on dunes.*
- *There is a lack of NRC enforcement of land owners; the cost is put onto landowners*
- *The activities and reports by Environment River Patrol-Aotearoa have highlighted to the public of Northland and New Zealand that monitoring of our waterways in regard to unfenced cattle having access to, and fouling our waterways is unacceptable.*
- *ERP-A reports and media attention have gained to highlight and expose the problems, but there needs to be a "change of culture" to make a difference.*

What Whangarei people are saying about FLORA & FAUNA:

WILDLIFE



- *Protection of wildlife.*
- *More to be done for the endangered species.*
- *Road Accidents involving animals:*
- *More and more native birds are being run over, there needs to be more signage to slow down in high native bird areas.*
- *There needs to be more signs about Kiwi awareness.*
- *The most important conservation issue to me is kiwis*
- *Protect Pukeko*
- *Rehabilitation of native animals of our endangered species*
- *Create a mainland island*
- *Improvement on Native animal Vet Care.*
- *Pest Control*
- *Eliminating possums from the bush.*
- *Cat and dog control.*
- *Protection of ancient kauri forests (Tane Mahuta & Waipoua forest in particular*
- *Kiwi Coast project is under way - privately financed. This may address the Crawford Reserve mentioned above.*

TREES

- *Planting of trees, preserving our nature reserves.*
- *Tree Privet creates respiratory problems and more needs to be done about it.*
- *It would be good to have tree planting days at school.*
- *There needs to be more consideration and thought put into conserving land and green spaces.*
- *An important issue for me is deforesting. Trees being cleared and not replanted.*
- *The most important conservation issue for me is the New Zealand Scenery.*
- *Pine forest affecting quality of the rivers - affecting life within the rivers*
It would be good to have guided bush walks, as it would be nice for more people to see our forests.
- *I hope that Tane Mahuta is a long standing icon when I'm 50*
- *A real important issue for me is Kauri Dieback.*
- *District councils - needs to control cuts, etc.*
- *Habitat Issues huge - Road works*
- *Loss of Habitat*
Keep forest and sea free of man-made rubbish.
- *Preservation of existing conservation areas and any new ones that have may have historical significance.*

GENERAL

- *Fencing off areas to reduce traffic (cattle, horses etc) around our nature reserves and beach reserves.*
- *There are good policies out there - but need to be policed by local authorities for the local forests being maintained.*
Control human and industry waste and pollution.
- *Reduce carbon emissions - global warming.*
- *Protection of wildlife and habitat. They define who we are as New Zealanders and also can provide an economic return via tourism.*

What Whangarei people are saying about COMMUNICATIONS:

BLOCKAGES

- *I honestly never knew that this department exists, so I recommend more advertisement either on TV or pamphlet. There needs to be some more advertisement and more activities.*
- *What has personally stopped me from getting involved is that I don't have anyone helping me to make it happen.*
- *I guess some people just don't have time to help out.*
- *People are starting to understand but in some places it's too late....we can't do anything about it...However, not doing anything is robbing the environment.*
- *Lack of knowledge on how to help make changes*
- *I am unsure as to how to get involved with conservation.*
- *There needs to be more awareness, we need to know as individuals how we can help.*
- *Lack of understanding of the importance of environment, Lack of education, Lack of publicity, Lack of communication - Media/TV - Nationally*
- *I don't think that there has been an organisation to help with getting community involvement, if we had this then we would have a cleaner environment and it would also raise awareness.*
- *I think there needs to be more education around conservation so that people can start to care*
- *I feel that there is not enough people interested, it would be good to advertise to raise awareness.*
- *Lack of cooperative initiatives from DOC, and resistance by locals to local-lead initiatives (tall poppy syndrome resistance).*
- *I have rung the council on many occasions about this and they seem to be not interested at all. All I can guess is that there is corruption in the Northland Council (I kid you not) where developers give council members kickbacks so they can cut down 500 year old pohutukawas anytime they like and create whatever environmental mayhem they like and the council looks the other way. That is what I have seen time and again and I can only think this is the reason why.*
- *Govt. & council will come with ideas and no collaboration.*
- *I think that nobody has been committed enough to set things up and be there to follow it through with a good plan.*



AWARENESS

- *Make the community aware of how they can get involved and help out,*
- *Work with all the community services ie: education, health, Maori groups, Maori Women's Welfare League, Marae, Regional & local councils*
I would like to see more awareness about NZ conservation issues for example around endangered species.
- *It would be great to know who to go too and also talk about conservation*
- *Not enough communication between Govt & Local Community, Iwi, Whanau, hapu.*
- *There needs to be campaigns connected to the simple things - driving less, consumer consciousness, waste, chemical effects, could be focussed around a re-appreciation of how life could be and could be linked to that which supports us.*
- *I would like to see more awareness of 1080, how it is used in New Zealand, what is it about and who does it effect, honestly.*

COORDINATION

- *Communication, Collaboration, Coordination, Cooperation*
- *The biggest thing that has prevented me from getting personally involved is there is no opportunities and there is no local organisation to turn too.*
- *Active human networks we could resource from for our activities.*
- *No real clear voice - One Authority/Centralised authority*

- *Many voices need to become ONE VOICE.*
- *Think tank: gather resources: speaks for the people*
- *Centralised HUB - Forum with 'teeth'*
- *I think to have more public meetings, well advertised, to get the community to come to together, to think about conservation. To promote these gatherings on a more regular basis, as opposed to once or twice a year if that. Maybe once a month, because our environment is that important, today and tomorrow.*

PUBLICITY AND PROMOTIONS

- *There needs to be more publicity/advertising around conservation*
- *It would be really good to see DOC with Social Media & more PR on issues and running campaigns; Signage/Facebook/mobile advertising/social networking/ radio and thru media.*
- *It would be good for more awareness, by posters, and also by DOC joining social media like Facebook etc.*
- *Information on conservation activities needs to be available in a public place.*
- *It would be great to have more signs about conservation but also to have clean up days and to make it interesting by having competitions.*
- *I think that there needs to be various signs around Northland land districts about conservation.*
- *Be seen in the community, media, newspapers, television, Education.*
- *Have champions that are out there and available....well known champions ie: sports people.*
- *Provide advertising space for community groups on the DOC Website*
- *'Adopt a Project' - Have a block of: Pest Control, Weed control, etc*
- *Raising awareness to DONATE! Or Donate \$ via website or Text*
- *Make public more aware of a permanent group of liaisons (ie: MPI, NIWA, DOC, NRC).*
- *Publicise environmental success stories, Education, Communication, Motivation*
- *Get 'down with the ground' (ie: Local Reggae group or groups coming together to form a collaborative approach to raising the awareness of Caring for our environment)*
- *Pub Charity Grants: Would they consider minimum requirement is 'clean ocean beach' or a conservation component - they received 20% or 100% funding. An incentive from funding & incorporating conservation together.*

What Whangarei people are saying about RELATIONSHIPS:

GETTING INVOLVED

- *It would be a great benefit for our community and DOC both getting people out there and working together*
- *There needs to be more opportunity for public to help out, it would be great if DOC made it fun. For example, planting trees, beach clean ups.*
- *The DOC knowledge needs to get out and be owned by the communities. Any fun participation events are great mechanisms to facilitate community access to DOC knowledge banks. Without these knowledge banks DOC staff would not be able to make management decision and do their role; and the same goes for community.*
- *Innovative communication such as Sponsorship of local communities by the leaders (leader = the special nature heroes such as land snails or a rare forest complex or a local bellbird recently able to breed on the mainland again. Make nature the leader, giving the new rugby posts; or the new computer to the environment centre in Waimamaku (post well publicised competition). Engagement means communication received. Activated need to involve as many engagement opportunities as possible.*
- *Need to grow some existing initiatives that are working and work cohesively (rather than separately) on initiatives*
- *I could use the groups that I belong to support the strategics of DOC (Northland DHB)*



YOUTH

- *It would be good for DOC to have a youth space and also hold conservation awareness festivals.*
- *Conservation needs to be more accessible and more teen friendly.*
- *A similar forum for the youth summit, where lots of young people who are interested in conservation come and put ideas together.*
- *More activities for youth to do to create more of a "community amongst youth"*
- *Starting at schools/get children involved - our future.*
- *I think that a lot of the youth think that preventing major issues is not "cool" enough.*
- *I would like to see DOC creating more roles for youth, and also more youth driven projects.*

CULTURAL

- *We don't have connection with other cultures on values/beliefs and their way of life and would like to be able to.*
- *We need to connect with other cultures on their values/beliefs - but don't know how to connect.*

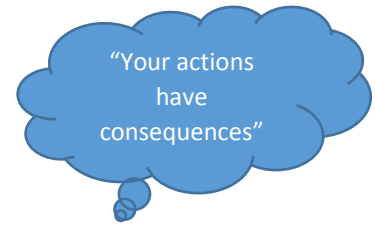
DOC INVOLVEMENT

- *More face to face consultation and communication would be great.*
- *Correct (Maori) names for local (area) - knowledge*
- *I would like to see DOC being more out there, amongst the public, to hear everyone's ideas, to inspire people and spread awareness, running events, making things happen, supporting local initiatives, assisting in advertising, helping with organising days, designing a programme to teach organic growing methods, helping with funding and also coming around to schools and teaching us about what we can do and what they are currently doing, coming to observe the environmental situations in my area and then decide what needs to be done.*
- *Have conservation representatives on the street, going to schools and workplaces.*
- *It would be good to know what DOC does, also to make their projects more well known.*
- *The public would help for free if given the chance.*
- *I need to be directed and given chances because I don't know how to start amazing new projects.*
- *DOC to get involved with supporting hapu with river and stream monitoring to ensure that detrimental effects by dairy and beef cattle is mitigated wherever possible and feasible.*
- *Could DOC have more of a presence at garden centres, info packs, advice sheets, what to plant to bring birds into your area, weed control advice.*

What Whangarei people are saying about EDUCATION:

GENERAL

- *Lack of knowledge on how to help make changes*
- *There seems to be a lack of early environmental education.*
- *Could be focussed around a re-appreciation of how life could be and could be linked to that which supports us.*
- *Making people aware: 'Your actions have consequences'*
- *Lack of education*



SCHOOLS

- *Starting at schools/get children involved - our future.*
- *Deep integration with schools required.*
- *Appeal to schools - Link into Curriculum school/levels; from junior to be built up to NCEA Levels*
- *Education of Conservation into schools: Tertiary studies, Online access, NZQA Framework*
- *Teaching sustainability at high school needs to be developed to a full subject.*
- *More enviro-schools*
- *I would like to see a more environmentally orientated curriculum, or a greater number of "school environmental days".*
- *I really would like to see a greater DOC presence in schools, as through the education of children and parents, it would be possible to form community groups.*
- *Education system forced into mechanical learning and labour provision.*
- *School teachers are over worked.*
- *Lack of government funding for schools.*
- *Students need assignments that take them out into the environment to do research.*
- *Maybe a prize at the end to make it more interesting.*
- *Conservation is not a subject taught in the curriculum; not addressed at a youth level.*
- *Youth have a leaning towards technology - so use it as an advertising tool*
- *Implementing environmental awareness in schools, primary, intermediate & high schools. At the moment there is a lot lacking in the education system, children are not aware of the importance of preserving.*
- *Planning and activity is not targeting our rangatahi to prepare for kaitiaki responsibilities*
- *Future proofing and creating sustainable and healthy lifestyles*
- *We as a school are waiting for funding to be approved to set up a native riparian plant nursery at school so we can provide and plant along our local freshwater ways. Students being active Kaitiaki*

COMMUNITY

- *I would like to see education on organic farming to reduce the need for large intensive waterways.*
- *Community Education (via DOC) needs to be increased*
- *Immigrants - taught the rights of Conservation*
- *More wananga for people to learn about DOC, what they do and major conservation issues.*
- *I think that there needs to be more education around Maori conservation & Island history*
- *Education , fact sheets, speakers to small local groups,*
- *Educating people, and school age children (all levels) about recycling, looking after native trees, animals and plants to reduce flippant destruction.*
- *Continue community education regarding protecting the Kiwi.*

Key Sector Themes

The top three sectors represented in Whangarei (by number of suggestions put forward) were Private Landowners, Maori, and Local Organisations. Their responses are considered here.

Private Landowners Whangarei

Private Landowners saw communications, education and relationships as the main requirements plus they had a general concern for the practical conservation issues. Key issues are listed here.

COMMUNICATIONS

- *There needs to be more publicity around conservation*
- *It would be good to see DOC supporting local initiatives.*
- *Active human networks we could resource from for our activities.*
- *Work with all the community services ie: education, health, Maori groups, Maori Women's Welfare League, Marae, Regional & local councils*
- *I would like to see Doc organise activities for people to help, because the public would help for free if given the chance.*

EDUCATION

- *Educating people and the children around conservation.*
- *Deep integration with schools required.*
Teaching sustainability at high school needs to be developed to a full subject.
- *Education system forced into mechanical learning and labour provision.*
- *The biggest thing that has prevented me from getting involved is that working with youth is hard work!!*

RELATIONSHIPS

- *The benefit of everyone getting involved is that it will also benefit the community.*
- *I could use the groups that I belong to support the strategies of DOC (Northland DHB)*
- *Communities buy in would be a great advantage.*
- *This is our whenua and if we don't make it happen things will not change. If we implement change, the benefits are that we work together, we possibly can make some changes for the future.*

PRACTICAL CONSERVATION ISSUES

- *Eradication of pests and plants*
- *Better river management & incentives for performance.*
- *Tracking pollution off Pohe Island landfill & industrial zones.*
- *Composting toilets, chemical bans, and better provision for organic alternatives.*
- *Rubbish reduction - plastic products ie: plastic bags - changes around landfills*
- *Recycling needs to be more accessible.*
- *Sewerage control*
- *Control of dairy effluent systems*
- *Greater protection of the Marine environment; Network of marine reserves along both coasts*
- *Water quality is the most important issue, as we need to make sure our rivers and streams are clean.*
- *The weeds infiltrating the native bush need to be minimised.*
- *Eradication of pests*

- *Eradication of poisonous plants*
- *I would like to see more awareness of 1080, how it is used in New Zealand, what is it about and who does it effect, honestly. Conserving land and green spaces.*
- *Deforestation and overgrazing*
- *Reduce carbon emissions - global warming.*
- *Our walking tracks in Whangarei are needing to be revamped - for example the Three Mile Bush Track.*

POLITICAL ISSUES

- *Work for dole scheme - employing youth & solo Mums - administered in part by 50+ beneficiaries.*
- *Needs a more strategic approach so that everyone is saying and doing the same things...Awareness, Education...*
- *Continuing to restore the mauri of the land, sea, and air through taking seriously Matauranga Maori, the submission process, monitoring emissions onto the land, into the air & water.*
- *Blockages are Time and lack of a strategic approach Planting of native trees*
- *Setting up training programmes for Maori in DOC.*
- *DOC need to continue their support in Northland; Doc is already doing its best.*
- *There needs to be more done around climate change issues*
- *Car free day.*
- *Regional policy switch from farming to gardening.*
- *Taxes on food miles to subsidise food producers.*
- *Encouragement of carbon offsets for all visitors*
- *Compulsory civic service for youth - DOC to be one provider*
- *Learn from sports organisations in their abilities to attract people to make regular action.*
- *The main reason I have not gotten involved is there has been too much local government inaction for many years. Also for me personally not enough time or money.*

Maori Whangarei

Those that identified themselves as Maori or from Maori communities in the Whangarei and surrounds area raised issues covering all the themes. Better Relationships, Communications and Education were high on their agenda. This section only lists the issues specific to Maori.

- *Assist in achieving a mandate from Maori as to where they would support the creation of new marine reserves.*
- *Unanimous agreement from Maori required*
- *Correct (Maori) names for local (area) - knowledge*
- *Work closely with Patuharakeke Te Iwi Trust in setting up annual workshops to inform the public of what is being done by DOC in the local area.*
- *Continue to restore the mauri of the land, sea, and air through taking seriously Matauranga Maori, the submission process, monitoring emissions onto the land, into the air & water.*
- *Taking seriously Matauranga Maori in considering residential development and not simply 'residents for rates'.*
- *Training for Maori to become Kaitiaki of the land, sea and air.*
- *Setting up training programmes for Maori in DOC.*
- *Training Maori across Aotearoa to become kaitiaki of the land, sea, and air.*
- *This is our whenua and if we don't make it happen things will not change. If we implement change, the benefits are that we work together, we possibly can make some changes for the future.*
- *I believe that if our community was more aware of the situation around our water ways then something would actually be done. I think that it is important because it is such an beautiful thing in NZ and much is being lost due to innocent/ignorant carelessness.*
- *I think that the most important conservation up north is people polluting our waters and kaimoana, I would like to see more security around this reason being, is that in 50 years I would still be able to get seafood to eat.*
- *We have been involved at a personal level within our whanau and communities, however it needs a more strategic approach so that everyone is saying and doing the same things...Awareness, Education...*
- *Work with Maori groups, Maori Women's Welfare League, Marae, etc.*
- *We don't have connection with other cultures on values/beliefs and their way of life and would like to be able to (2 pakeha youth from the Youth Summit who also attended the Public Hui in Whangarei)*
- *There is a lack of opportunities and a lack of concern from the elders*
- *Get schools involved with local marae to research the landscape history and waterways.*

Local Organisations Whangarei

Generally, as local and community organisations, there was a strong focus on taking positive action. Some of their suggestions are included here preceded by suggestions specific to Community organisations.

COMMUNITY ORGANISATION SPECIFIC

- *More face to face consultation and communication would be great.*
- *It would be good to see DOC supporting local initiatives.*
- *The benefit of everyone getting involved is that it will also benefit the community.*
- *The people have great ideas but lack the funding.*
- *Support, resources to complete projects, assistance with technical advice.*
- *It would be good if there were land care groups created in the communities, also weed busting groups.*
- *Compulsory civic service for youth - DOC to be one provider*
Learn from sports organisations in their abilities to attract people to make regular action.
- *Organise a clean-up day in the Ruakaka area similar to the replanting operation that takes place at Ruakaka.*
- *Helping and organising stuff like the festivals, encourage others, advertise it.*
- *Festivals: to give all ages especially Youth - it can be alcohol & drug free but a place from home where we are being trusted and we have individuality.*
- *A place for fun - a place to socialise*
- *Money: funding for the community to work on the flaws of the Far North communities.*
- *Work for dole scheme - employing youth & solo Mums - administered in part by 50+ beneficiaries.*
- *Work closely with Patuharakeke Te Iwi Trust in setting up annual workshops to inform the public of what is being done by DOC in the local area.*

SAMPLE SUGGESTIONS

- *Better river management & incentives for performance.*
- *Tracking pollution off Pohe Island landfill & industrial zones.*
- *Improve water quality of local tourist attraction. (Otuihau - Whangarei Falls)*
- *Restrict goods coming into the region in relation to future use, recyclability, waste packaging and product miles.*
- *Composting toilets, chemical bans, and better provision for organic alternatives.*
- *Protection of wildlife.*
- *More planting occur in the community and around NZ.*
- *Our walking tracks in Whangarei are needing to be revamped.*
- *Educating people and the children around conservation.*
- *Education on organic farming required to reduce the need for large intensive waterways.*
- *There needs to be more publicity around conservation*
- *There needs to be rubbish reduction - changes around landfills*
- *Greater protection of the Marine environment*
- *Kids having nothing to do and then end up doing drugs and alcohol. These activities are an alternative to taking drugs/alcohol, it will be a different way of having fun - of being happy.*
- *I feel that our water quality is the most important issue, as we need to make sure our rivers and streams are clean.*
- *Conserving minerals for local use only, not to have multi nationals rape the resources from the land taking the vast majority of the profit overseas and leaving a huge ecological mess behind.*
- *Keep up the good work and more please!*

Good Ideas from Whangarei & surrounds:

COMMUNICATIONS - People in Whangarei suggested that DOC use the following methods to improve Communications and Promotions:



- *Social Media like Facebook etc.*
- *PR on issues*
- *Running campaigns.*
- *Have a youth space*
- *Hold conservation awareness festivals.*
- *Posters, and also by DOC joining social media*
- *Active human networks we could resource from for our activities.*
- *Get 'down with the ground' (ie: Local Reggae group or groups coming together to form a collaborative approach to raising the awareness of Caring for our environment)*
- *'Adopt a Project' - Have a block of: Pest Control, Weed control, etc*
- *Centralised HUB - Forum with 'teeth', Think tank: gathers resources: speaks for the people*
- *More signs about conservation*
- *hear more about DOC on the radio and thru media*
- *Provide advertising space for community groups on the DOC Website*
- *Raise awareness to DONATE! Or Donate \$ via website or Text*
- *Get more involved with schools.*
- *A similar forum to the youth summit, where lots of young people who are interested in conservation come and put ideas together.*

Other suggestions about communications were:

- *Make it interesting by having competitions.*
- *Conservation be more accessible*
- *More teen friendly.*
- *It would be great if DOC made it fun.*
- *Make projects FUN.*
- *Raise awareness*
- *Show people the reality of the effects it has on our environment.*

EDUCATION - People in Whangarei suggested:

- *A more environmentally orientated curriculum*
- *A greater number of "school environmental days".*
- *A greater DOC presence in schools*
- *Form community groups.*
- *Education of Conservation into schools: Tertiary studies, Online access, NZQA Framework*
- *Link into Curriculum school/levels from junior to NCEA Levels*
- *DOC coming around to schools and teaching us about what we can do and what they are currently doing.*
- *Campaigns connected to the simple things - driving less, consumer consciousness, waste, chemical effects.*

OTHER IDEAS - People in Whangarei suggested:

- *Restricting goods coming into the region in relation to future use, recyclability, waste packaging and product miles.*
- *Taxes on food miles to subsidise food producers.*
- *Taxing on products or a Road Toll? \$1.00 goes towards environmental activities for the area*
- *A clean green tax?*
- *Car free day.*
- *Integrating technology for conservation - track applications - ID a bird via software application*

- *Plastics/bottles bins in town; not just one rubbish bin*
- *I think it would be great to have artwork on storm drains, reminding people not to litter.*
- *Cat & dog microchipping (a better system to keep exotic animals out of our native bush).*
- *Landcare groups created in the communities*
- *Network of marine reserves along both coasts*
- *Weed busting groups.*
- *Regional policy switch from farming to gardening.*
- *Encouragement of carbon offsets for all visitors*
- *Compulsory civic service for youth - DOC to be one provider*
- *G.E free Northland!*

Recommendations for Whangarei

- Note that water quality, especially of waterways but also of coast and foreshore, is a high priority for this community. Try to enhance and promote opportunities for community involvement in these activities.
- There is room to increase the awareness of what DOC does and what is available for community to get involved in. People has suggested a number of methods that could be investigated; young people especially have suggested the use of music and social media more.
- The Whangarei community has identified the need for a focal point, an information and coordination centre. Young people have also seen the benefits to them for a youth space for conservation awareness.
- The people would like DOC to be more visible and have suggested that schools are a good place to start. However, education for every level of the community is also seen as necessary.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Whangarei area

Where participants identified a need or project specific to Whangarei and surrounds, they are listed here.

- *Walking tracks in Whangarei are needing to be revamped - for example*
 - *Three Mile Bush Track.*
 - *Pukeranui Track (more defined track)*
Parihaka (Dangerous) - Put up retaining wall
- *Entire waterway that flows from Otuihau down to A.H. Reed Park and then out to sea. All the length of this there is opportunity for schools close to participate.*
- *Otuihau - Whangarei Falls - Improve water quality of this local tourist attraction.*
- *Whangarei Harbour - There seems to be mass fishing, these days Whangarei waters are heavily occupied with fisheries organisations. We need to look at restoring the sea ecosystem and monitor the fishing activity that is going on. Pollution in the Whangarei harbour a problem.*
- *Pohe Island landfill & industrial zones – Track the pollution off this site*
- *Kiwi Coast project is under way - privately financed. This may address the Crawford Reserve.*
- *Organise a clean up day in the Ruakaka area similar to the replanting operation that takes place at Ruakaka.*
- *Work closely with Patuharakeke Te Iwi Trust in setting up annual workshops to inform the public of what is being done by DOC in the local area.*
- *Tikipunga High School currently has and continues to build a relationship with our local marae 'Pehiaweri'. The marae are already involved with initiatives for growing food with their community. Their land backs on to a large wet land which used to provide 'tuna' - however with 'runoff' from farms, etc this has reduced & eliminated this resource.*

We work with them, our academy class have designed and worked with 'Fulton Hogan' to make the entrance safer as well as assisting with building projects, church and whare. When local DOC or NRC get involved to assist with conservation in this areas there will be benefits for all.

- *Water Quality; Health of the Mangakāhia River & Tributaries;*
- *Sites of Significance within the Mangakahia Catchment*
- *Setting up the Tutukaka coast Marine reserve.*
- *I would like to see planting up at 90 mile beach*
- *Planting Pingao at Waimamaku Hokianga.*
- *Maintaining the hygiene and mauri of the air, land and water, including the ocean and estuaries. For example: the Takahiwai hills, Whangarei Harbour, Ruakaka Beach, Bream Bay, Uretiti, Waipu and so on through thoughtful, gentle and careful human activity.*

Appendix 3: KAITAIA & Surrounds

Overview of Operations

The C2OCo Team focussed on Kaitaia from the 16th of June to the 26th of June 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed with local organisations. In all, 236 approaches were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.

A stall was set up at the Te Ahu Centre Reception and Library in Kaitaia, Surveyors approached people on the street, and a Public Meeting was held at Te Ahu Centre Banquet Room on the 25th of June 2013 at which **12 people** (excluding DOC and C2OCo members) attended.

From these events, 70 people submitted written responses; 55 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further 17 responses for this area.

See Appendix 7 for overall statistics.

General Impressions

Kaitaia people live in an environment where settlement negotiations are currently occurring and, while the rest of the community seem very used to hearing about these issues and were very tolerant, there were times when these issues dominated the proceedings. Discussions tended to stay at a political and hypothetical level rather than getting down to the practical level.

Dominant Themes

There was a fairly even spread of issues raised in Kaitaia. The sea and coast was a high priority as were general practical environmental issues. The key political themes were Relationships, Maori and Education. The themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **8.45% Sea, Marine & Coasts**
- **7.90% Relationships**
- **6.81% Environmental Actions**
- **6.81% Weeds and Pests**
- **6.52% Forests and Flora**
- **6.27% Maori**
- **5.99% Education**
- **5.72% Water Quality**
- **5.18% Social Impacts**
- **4.63% Communications**

Example comments relating to the **Top Five themes follow**.

What Kaitia people are saying about SEA, MARINE & COAST:

CONCERNS

- *Cleaning up our beaches*
- *High fecal count in shellfish on West Coast (cattle in waterways)*
- *Humanity has to stop treating the ocean/harbours & rivers as a toilet!*
- *People need to be careful about sewage and pollution by the sea*
- *A lot of rubbish on 90 mile beach*
- *Coastal erosion caused by vehicles on beach & dunes*
- *Keep access to waterfronts (ie: Carrington estate - which has kept access from areas.)*
- *What are the effects of cars travelling on the beach, what is the impact on our tuatua kaimoana seabeds?*
- *Beach access - via dunes - therefore bird habitats being destroyed*
- *FNDC's lack of interest in any environmental or beach use issues*

- *Looking after the beaches and bushlands*
- *Conserving our seafood e.g pauas, mussels etc*
- *Saving the pupuharakeke, toheroa, spinatix, white sands & pingao*
- *Preserving our kaimoana, pingao, kuta, harakeke stocks*

- *Greater protection of the marine environment*
- *Creation of more marine reserves*
- *Overfishing of our coastal waters.*
- *Coastal fishing in shallow waters by trawling, netting etc prevention has been a long time coming.*
- *Fishing for Commercial gain and selling Seafood on the Black market*
- *There are two fishing farms that are about to commence in operation.*
- *Recreational fishing, oyster farming in Taupo Bay - not happy!*
- *Kaeo township is flooding because of the Oyster Farms and mangroves.*
- *Seen what it's done to our environment and our treasured bird the Matoki (grey heron) - has diminished in numbers because the pollution and silt have killed their food supply.*



SUGGESTIONS

- *Network of marine reserves along both coasts*
- *Get vehicles off our beaches*
- *Focus on Coastal environment, Dune restoration and preservation of all flora & fauna*
- *Beach restoration at Shipwreck Bay, Aurere, Tauroa, and Waitaha. The Maori land owners will need to be supported with this.*
- *Rubbish that is washed ashore or discarded into our sea to be monitored and picked up.*
- *Maintaining our fishing restrictions on Rangaunu to only the local Maori.*
- *Stop fish and shellfish farming in our oceans and harbours.*
- *Looking at the pollution from the Whangatane Spillway affecting the Harbour.*
- *We want training and resources for oil spill response and whale strandings.*
- *Our tribe is developing a Coastal and Environmental Management Plan so all resource consent activities will need to get consent with us in respect to our mana whenua and mana moana.*

What Kaitia people are saying about RELATIONSHIPS:

GENERAL

- *What an awesome night...real Kai a te Rangatira (comment on the food at the public hui – essential to build relationships with Maori)*
- *Collaboration, Cooperation & Communication*
- *I think something should be done after this survey.*
- *Land care groups - Lack of co-ordination of these groups?*
- *How do we create the 'strength/behind' in order to do what needs to be done.*
- *DOC just couldn't do it on their own - 'we put them over there....instead of joining them'*
- *Compartmentalism: Loss of connectivity, Western science vs Te Ao Maori*
- *DOC can provide Leadership, Education, Logistics, and Systems*
- *Need Local business sponsorship and Iwi/Regional council/district council support.*
- *Community projects: need to get more involved with other groups*
- *Working with council for some sort of ownership on 'rubbish collection'*
- *Need to change our education - within school/home/marae, etc.*
- *Development of networking between government agencies with an arm to facilitate all objectives as opposed to working in opposition to one another.*



YOUTH

- *There needs to be more youth to want to help in the community. Reward & encourage more youth to come.*
- *It would be good to make changes with youth and the environment.*
- *Make activities fun for youth to get involved with all community things.*
- *Let our Rangitahi have a voice, make it cool and fun with exciting activities so that more will be interested in helping*
- *Getting young and older people involved would be a benefit*
- *Getting the local schools involved as well as the local businesses.*

USING MUSIC

- *More activities for the youth that are fun and invite more bands to the far north to show how cool we are as people.*
- *George Nathan or Jeff Harris (Ngati Kahu) to compose waiata or bring the band together to compose waiata about Tiaki-ing (looking after) our whenua.*
Band: 'Off the cuff' - Ngati Kahu land

MAORI

- *A reciprocal/beneficial partnerships with iwi/tau iwi*
- *Tautoko (to support, prop up, verify, advocate, accept (an invitation), agree) rather than kokiri (to thrust forward, champion a cause, attack, call, charge, rush forward)*
- *Must adhere to Te Tiriti*
- *Embed a DOC expert within hapu (and help develop capacity - Jobs!!!)*
- *TIKA (Truth) PONO (Faith) AROHA (Love) - These are the basic principles*
- *Merging the technical with the cultural, historical (including thesis studies).*
- *Get DOC to formalise these support mechanisms for solutions (ie: science & our korero tuku iho)*
- *Solutions lies with Manawhenua and the connection to the whenua - through the creation of stories of indigenous peoples.*
- *DOC need to be a part of whanau/hapu/Iwi as experts to advise the community*
- *There should be a partnership with local marae/iwi to protect and grow our kaimoana, educate our people on sustainability.*
- *Whanaungatanga plus leadership is a positive model*
- *DOC (and Local Environmental Leaders) have an Advisory role to play*
- *Coordinated Effort (ie: Deli/Pakeha/Maori) - Based on 'Universal Values & principles'*
Provide putea, tech support, research, facilitation, kaitiakitanga (alongside whanau/hapu/Iwi)

What Kaitaia people are saying about ENVIRONMENTAL ACTIONS:

People of Kaitaia and surrounds identified the following environmental activities that they would like to see occur in their area:



PLANTING

- *Growing more native plants to prevent sand erosion.*
- *Provide medicinal information of native plants.*
- *Planting by community groups to link remnant bush areas*
- *Develop plant nurseries to increase regeneration*
- *Fencing and planting is ongoing and local schools do some excellent work - more needed.*
- *Watercress, and taro regeneration,*
- *Gorse removal,*
- *Flax riparian plantings*
- *Development of nursery (native plants) for purpose of re-stocking bush areas, gardens and tracks.*
- *Replanting/fencing margins.*

ASSETS

- *Cleaner & safer areas: Beaches & Forest*
- *Providing camping sites*
- *Access to tracks for push biking/hiking*
- *Development of low level camping areas.*
- *Tracks - cheap funding (don't spend lots)/let local businesses run it*

SPECIES

- *Ensure whanau, hapu, Iwi are engaged to collect feathers of dead manu (birds)*
- *Protection of kaimoana for future generations*
- *Survival of rare species - kaitiaki o Ngati Kuri.*
Pingao holds the sand dunes in place!
- *Pest control in bush remnant areas.*
- *Save the tuna in our streams:*
- *I would like more information on eel habitat and the physical barriers that can prevent eels returning upstream.*
- *Continue with kiwi/dog aversions.*
- *Protection of the kakapo, and their environment*
- *Cease inhumane practices on all animals*
- *pest management, protection of endangered species, breeding programs and re-introduction,*

WATERWAYS

- *We can then look at local creeks in the area to see if there is a problem.*
- *Fencing waterways - support for those who cannot afford to do the job.*

MAORI

- *Having visits by local Tohunga with bush knowledge.*

GENERAL

- *Strong stance against all genetically engineered crops entering the Far North*
- *Setup a network of marine reserves along both coasts*
- *Kauri die back disease.*
- *Outlaw, eliminate, eradicate all pollutants, cease all pesticide spraying/drops*
- *Having environmentally friendly household systems re energy - lighting & waste disposal set up to view in action.*
- *Protection of our planet and all our present and future generations....healthy environment - our surrounding is a living microcosm. If it dies or rots we do to. As will all plants & animals - you don't have to be a rocket scientist to work that out!*

What Kaitia people are saying about WEEDS & PESTS:

WEEDS

- *Woolly night shade, people need to get rid of it off their property - it causes lots of infections*
- *Road verges need to be sprayed with consent, and tobacco weed needs better control.*
- *Gum Leaf Harkea is invasive like wattle.*
- *Prickly Hakea (an invasive small tree) is a real problem in the North, especially near tracks. It has gorse like spikes.*
- *Wilding Planes should be poisoned wherever they are - you need to drill 12 mm hole 100mm deep and add woodyweed killer immediately in base of tree.*
- *Use people who have to do community projects - there will ALWAYS be some roadside pest plants to remove It matters because we can't allow the destruction of our native flora and fauna to continue at the rate is it...our future generations are the ones who will suffer*



PESTS

- *Pest control to improve numbers of native species*
- *There needs to be more pest control in conservation reserves*
- *There needs to be more live traps in northland for the wild cats.*
- *Possum control.*
Remove feral cat populations - working with private landowners.
- *Wild cat eradication*
- *More concern should be given to feral cats, rats, stoats etc they should be eradicated.*
- *Pest control is an important fact for us in our area i.e possums, stoat, rats etc. This is an ongoing problem.*
- *There needs to be more done about pest control.*
- *Important to control predators of our 'wild life' (ie: rats, cats, weasels, etc.)*
As NZ's wild life is fast diminishing due largely to these pests
- *Take out the major predators and give the birds a chance to recover a bit. Carry on a regular hit and we might actually get somewhere.*
- *Do a huge possum and stray dog knock-down and give the Kiwi and Kukupa etc. a fighting chance at a good season or two.*
- *More knowledge on trapping and poisoning pests needs to be available to the public; what works in the Far North and what doesn't.*
- *I'm stuck on dogs at the moment, having observed so much carelessness lately, with wandering dogs allowed out for long periods under no control and with no awareness (or care) by their owners of the damage they can cause. I'd like to see a real push to educate the general population about the extent to which dogs really do damage wild-life. Otherwise people continue to believe that "my little doggy wouldn't do that". Perhaps owners of dogs need to have such things demonstrated to them to push the message home. The "dogs kill Kiwi" messages are obviously having no effect at all on large sectors of the community.*
- *Take it to schools! Take dogs and dead Kiwi and show kids how irresistible Kiwi are to dogs. Get the kids to understand the problem, so they'll teach their families. Most kids like dogs and if they can see that even the loveliest dogs will kill, the message might finally start getting through. If they want to be able to show Kiwi to their own children when they grow up, they need to take on the problem.*
- *The whole area is crying out to be effectively managed, there are weeds everywhere, heaps of animal pests that need controlling and people misusing the local environment. Meanwhile large numbers of the local youth are on their x-boxes or robbing houses when they could be doing something more constructive in the bush.*

What Kaitia people are saying about FORESTS & FLORA:

NATIVE FORESTS

- *Forests under attack - we're losing them fast! They'll die!!*
- *We only have 1% of what we need*
- *'Policies' are totally ineffective*
- *Looking after our native forests.*
- *Retention of native bush areas.*
- *Protection of these areas, development in non-intrusive ways.*
- *Keep native bush areas*
- *Looking after the bushlands*
- *Look after our forests.*
- *Maintaining native bush area's for our birds*
- *Kauri die back disease a big problem*



PINE FORESTS

- *Forestry clearings causing a breakdown in ecosystem effecting our wildlifes survival.*
- *Plantation Pine Trees are damaging to the land*
- *My main concern long term for the environment is what effect large amounts of pine forest do to the ecology of our environment.*

PLANTING

- *We need to plant trees - make people aware that it is happening by media and newspapers. It needs to be made FUN.*
- *Much better soil quality (orchard, vege gardens, farming) there would then be growth on the trees*
- *Replanting of native trees*
- *Make cheap plants available to bring back native birds etc to a marae and or home area.*

OTHER:

- *Removal of Kauri stumps for export.*
- *It would be good to see an interpretive centre at Cape Reinga, or nearby at Te Pahi featuring flora and fauna of our unique part of the world.*
- *The native plants and animals of NZ are treasures that must be managed to ensure that they survive.*
- *Waitaha and Gumfields want to regenerate and replant Kauri tree forest with the development of soil compost from Ahipara waste treatment to rebuild soil that has been stripped.*

Key Sector Themes

The top three sectors represented in Kaitaia (by number of suggestions put forward) were Private Landowners, Local Organisations, and Maori. Their responses are considered here.

Private Landowners Kaitaia

Private Landowners in Kaitaia and Surrounds identified the following needs in their area:

- *We need more protection for all of our environment - NOT LESS!!!*
- *Retention of native bush areas.*
- *Intervention in terms of wildlife (Native).*

WATER

- *Improve water quality by riparian and foreshore planting.*
- *Greater protection of the marine environment - Network of marine reserves along both coasts*
- *Water is the essence of our wairua*
- *Water is a huge issue in the Far North*
- *Cleaning water ways*
- *I would like to see more riparian planting schemes and more funding towards fencing water ways and riparian planting of rivers to help prevent sediment & nutrient run-off into waterways.*
- *Kaitaia is dirty, it always has rubbish everywhere. There needs to be education on disposing of rubbish, so then it won't go into the waterways or the river.*

PESTS

- *Remove feral cat populations - working with private landowners.*
- *De sexing of animals - there should be a subsidy.*
- *Pest control is an important fact for us in our area i.e possums, stoak, rats etc. This is an ongoing problem.*
- *There needs to be more done about pest control.*
- *Pest control to improve numbers of native species*
- *More live traps in northland for the wild cats.*

BIRDS

- *Kiwi need protection as numbers are declining*
- *All Far North people should see a Kiwi*
- *Kukupu are still under threat by hunters - need education & enforcement!*

ASSETS

- *Would like to see more public access to local beaches*
- *I would like to see the existing camp grounds retained in the Far North and more services to be provided in these campgrounds. The camp grounds could also have information about the indigenous flora & fauna in the locality.*

STOCK

- *Stopping farmers grazing cattle on rivers, as cow manure goes into the rivers creating bad algae and it goes out into the harbour.*

And identified the following opportunities:

- *Research/scientific/Korero Tawhito*
- *Eco Tourism*
- *Hui/korero/wananga - We have to instil into our people, Vision - passions and desire - through whanau development*
- *Planting by community groups*
- *Planting to link remnant bush areas with landowner cooperation*

Local Organisations Kaitaia

Local Organisations in Kaitaia and Surrounds identified the following issues in their area:

- Water is a huge issue in the Far North
- Retention of native bush areas.
- To protect the rights of future generations to grow organic foods without the threat of genetically engineered plants invading and infecting their crops.
- Pest control to improve numbers of native species
- Wild cat eradication
- Protection of the kakapo, and their environment
Greater protection of the marine environment
- Improving water quality by riparian and foreshore planting.
- Kiwi protection as numbers declining.
Kukupa are still under threat by hunters

They saw the blockages as:

- A lack of unanimous agreement from Maori
- Lack of communication between Iwi in the area
- The OSH processes that DOC have to adhere to (knowing full well that it will impact on the people and stop progress)!
- Lack of manpower.
Organisation/time - I work full-time as does nearly everyone involved.
The number of weekends in winter quickly disappear
- Prevention from getting involved:
Loss of DOC personnel, reduction in jobs
- Haven't been able to get involved because I don't have a job
- Some bush land is in private ownership
No money - ill health (rongoa)

They saw DOC's Role as:

- Keeping services at levels from 2012 (before job cuts) DOC must be adequately staffed to ensure policies can be met. Continue existing roles
- Don't let OSH policy affect development - 'life is a risk'
- We use DOC camp sites all over NZ - they are the best.
- Develop business partnerships with Iwi input
- Help groups to source funding - not necessarily from DOC.
- DOC needs to be consultants who advise and share expertise.

And offered the following suggestions:

- It would be good to create a network of local farmers, for example public organised shops for selling local vegetables/fruits & meat. To make this happen you would need to change the money based political system and develop a political system that is for the people, the grandchildren of the people and for restoring the earth.
- Create a permaculture and bio dynamic public forest.
- Assist in achieving a mandate from Maori as to where they would support the creation of new marine reserves.
- Employ young youth for Conservation activities
- Promote by Videotaped (or DVD) information & word of mouth
- Give access to tracks for push biking/hiking - don't spend lots/let local businesses run it.
Develop low level camping areas.
- Continue Dog aversion programmes
- Arrange visits by local Tohunga with bush knowledge.
- Visit schools to teach conservation (especially of Kiwi) is the future

Maori Kaitaia

Maori in Kaitaia and Surrounds identified the following priority issues:

- *Poverty is rife here - however we still have dreams, inspiration, motivation, passion, desire & want to work together*
- *Water ways - water quality - wai ora - Water is the essence of our wairua - Water is a huge issue in the Far North - Cleaning water ways - Water is the essence of our wairua*
- *Wildlife*
- *Recreational fishing, oyster farming in Taupo Bay - not happy!*
Our treasured bird the Matoki (grey heron) - has diminished in numbers because the pollution and silt have killed their food supply.
- *Kaeo Township is flooding because of the Oyster Farms and mangroves.*
- *Looking after the beaches and bushlands*
- *Looking after our wildlife and forests.*
- *Cleaning up our beaches*
- *Cleaner & safer areas*
- *Farmers should not be allowed to graze verges rurally.*
- *Road verges need to be sprayed with consent, and tobacco weed needs better control.*

They saw the blockages as:

- *Need more jobs*
- *Lack of communication between Iwi in the area*
- *Letting too many people come over*
- *Not enough communication within the town*

They saw DOC's Role as:

- *Providing guidance and knowledge of their work/umbrella/support and advice*
- *Needing more workers for DOC*
- *Providing larger kiwi protection areas and more dog training.*
- *Supporting youth who want to help in the community. Reward & encourage more youth to come.*
- *Follow up: I think something should be done after this survey. It would be good to make changes with youth and the environment. Make activities fun for youth to get involved with all community things. Let our Rangitahi have a voice, make it cool and fun there were exciting activities so that more will be interested in helping*

To get involved, they would need:

- *Hui/korero/wananga to instil in our people the Vision - the passion and desire through whanau development*
- *Employment opportunities*
- *To get a job out of it*
- *More or better communication with the locals.*
- *To socialise and for it to educate the children of today.*
- *To have their lifestyle protected - things they have always done, camping, fishing hunting, gardening & tramping. It is free to all of New Zealand and long may that remain.*

And offered the following suggestions:

- *Collaboration, Cooperation & Communication*
- *"Manawhenua is in our hearts"*

Good Ideas from Kaitaia & surrounds:



- *Collaboration, Cooperation & Communication*
- *“Manawhenua is in our hearts”*
- *Arrange visits by local Tohunga with bush knowledge.*
- *Visit schools to teach conservation (especially of Kiwi) is the future*
- *It would be good to create a network of local farmers, for example public organised shops for selling local vegetables/fruits & meat.*
- *Create a permaculture and bio dynamic public forest.*
- *Give access to tracks for push biking/hiking - don't spend lots/let local businesses run it.*
- *George Nathan or Jeff Harris (Ngati Kahu) to compose waiata or bring the band together to compose waiata about Tiaki-ing (looking after) our whenua.*
- *Band: 'Off the cuff' - Ngati Kahu land*
- *How do we make conservation as 'sexy' as the Rugby World Cup*
- *I would like to see the existing camp grounds retained in the Far North and more services to be provided in these campgrounds. The camp grounds could also have information about the indigenous flora & fauna in the locality.*
- *I would like to see more riparian planting schemes and more funding towards fencing water ways and riparian planting of rivers to help prevent sediment & nutrient run-off into waterways.*
- *Green is the new 'norm' - in our: thinking, heart, tourism, kai, products, recreation, education*
- *All Far North people should see a Kiwi*
- *Acceptance of 'Te Ao Maori' - will strengthen relationships. It's about respecting that relationship between Pakeha & Maori.*
- *Marae based wananga - start off small*
- *As hapu - we should formulate policy - in respect to our area/region*
- *Tino Rangatiratanga - We have to: Dream it! Own it! Live it! Breath it! Benefit from it.*
- *Prioritise: Our Environment and connect to: Papatuanuku Tangaroa Ranginui Tane Rongo*
- *Development of networking between government agencies with a arm to facilitate all objectives as opposed to working in opposition to one another.*
- *There should be a partnership with local marae/iwi to protect and grow our kaimoana, educate our people on sustainability.*

Recommendations for Kaitaia

- There were a number of positive statements made about DOC and an appreciation of what the department has done in the far north; continue to build on these relationships. There are a number of suggestions that could further enhance these relationships.
- Sea, Marine and Coast are high on the priorities of the people of Kaitaia, including fish and shellfish protection and marine reserves, so are areas of possible focus to engage the community.
- Young people have suggested more activities for them with music and fun activities being a good attractant.
- Maori seem to be focussed on settlement negotiations as the vehicle to secure their rangatiratanga (sovereignty) and kaitiakitanga (caretakership) over the environment and their relationship with DOC. They need to be assured that other discussions and consultations will not impede their negotiations or dilute their settlement. The good relationship with the Iwi of the Far North will be essential; especially once settlements are achieved.
- Where possible, seek potential employment opportunities within conservation related activities.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Kaitaia area

Where participants identified a need or project specific to Kaitaia and surrounds, they are listed here.

- *Kahikatea and Puriri forest restoration and at Lake Tangonge we have a project for this.,*
- *Lake Ngatu, and Sanddune Lakes.*
- *Beach restoration at Shipwreck Bay, Aurere, Tauroa, and Waitaha. The Maori land owners will need to be supported with this.*
- *Waitaha and Gumfields want to regenerate and replant Kauri tree forest with the development of soil compost from Ahipara waste treatment to rebuild soil that has been stripped.*
- *Maintaining our fishing restrictions on Rangaunu to only the local Maori.*
- *Looking at the pollution from the Whangatane Spillway affecting the Harbour.*
- *1080 Herekino Range and Maungataniwha! Do a huge possum and stray dog knock-down and give the Kiwi and Kukupa etc. a fighting chance at a good season or two.*
- *Removal of Kauri stumps for export.*

- *Plants identified as being a problem in the Far North are*
 - *Woolly night shade (tobacco weed)*
 - *Gum Leaf Harkea (invasive like wattle)*
 - *Prickly Hakea (an invasive small tree) with gorse like spikes.*
 - *Wilding Planes*

Appendix 4: KAIKOHE & Surrounds

Overview of Operations

The C2OCo Team focussed on Kaikohe from the 16th of June to the 28th of June 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were placed in shop and Library windows. In all, 231 approaches were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.

A stall was set up at the Kaikohe Library, Surveyors approached people on the street, and a Public Meeting was held at the Mid North Motor Inn on the 27th of June 2013 at which **9 people** (excluding DOC and C2OCo members) attended.

From these events, 60 people submitted written responses; 35 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further 13 responses for this area.

See Appendix 1 for overall statistics.

General Impressions

Kaikohe people recognise that social issues dominate their thinking and resourcing is a much more essential component for any activity to be generated in their area. They have a close association with the forest and see flora, fauna and loss of habitat as a high priority but a lack of communications and poor relationships with DOC are seen as a problem. They do not want to be forgotten.

Dominant Themes

Social impacts was high priority for people of Kaikohe with many comments relating to youth and their town environment. There is a general concern for the practical aspects of conservation but the political issues are equally important. The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

- **14.04% Social Impacts**
- **11.84% Flora, Fauna, Habitat & Pests**
- **10.09% Communications**
- **9.21% Relationships**
- **7.89% Environmental action**
- **6.58% Education**
- **6.58% Water Quality**
- **3.95% Weeds and Pests**
- **3.51% Resourcing**
- **3.51% Maori Issues**

Example comments relating to the **Top Five themes follow.**

What Kaikohe people are saying about SOCIAL IMPACTS:

The participants from Kaikohe and surrounds identified the state of their town and their young people as key issues for their area and saw conservation as having a potential role to play in correcting some of these.



YOUTH

- *If you want Youth to be passionate about our town & the environment - show us how to care*
- *Us youth have nowhere to go so most just do crimes to get by and end up in Ngawha.*
- *Would be cool to learn about our bush and have my mates go in and learn how to maintain our whenua. We're not dumb you know!*
- *Too many adults judge us youth - think we're just criminals in the making - so why would I want to care for my environment if no one believes in me?*
- *The community doesn't have a youth centre. If the youth are the next generation they need a place to go! You can teach them life skills and make them aware how important it is to protect and maintain the environment we live in*
- *The idea would be to get them together to do physical activities with Kaumatua & Kuia. Going to the old people homes and doing gardens. This would get our youth off the streets and it will help them to respect our elders more.*
- *If they got taught about values they won't only value themselves - they will value the environment they live in.*
- *They should be aiming to keep youth busy - help them to getting a job, so they keep off the streets. Nowadays - it's all about the YOUTH*
- *Children and young people getting involved is an issue (GOT TO BE FUN)!*
- *Nowhere for the kids to go they have no purpose in living. - Just walk around; If we engage them now to conserve their town maybe we could save them.*

COMMUNITY

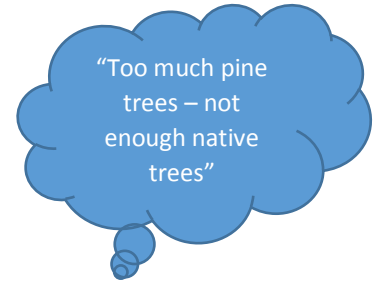
- *What can we do to change the community we live in?*
- *The Community needs to focus on lifting poverty*
- *We need to have more churches getting involved in looking after our communities - whether that be community gardens - imparting faith, hope & love whilst gardening.*
- *Growing kai - to give families hope & the motivation to get their hands back into the whenua*
- *The gaping inequalities and social injustice within our society (including here in Northland), and the other pressing needs of the rawakore, are significant barriers to the involvement of many.*

TOWN

- *No one cares about our town anymore; used to be green and clean - now no-one really cares.*
- *Kaikohe is more than just a waste disposal plant & rubbish tip*
- *Our town needs to look more eye catching.*
- *We need more trees and a big clean up in the middle of town*
- *Need to encourage more businesses in Kaikohe (like Kerikeri)*
- *Need a better library (like Kerikeri)*
- *Need a Community-type centre for Kaikohe - Something for the younger (teen - 20's)*
- *Kaikohe needs to have a whare wananga in Kaikohe and in the rural*
- *You can't walk down the streets without feeling unsafe - looking over your shoulder ' cos someone might jump you.*
- *Our homes need a healthier environment, etc - no drugs, no alcohol*
- *Town Image Bad - Focus on putting the pride back into our town by removing all the tagging and graffitti (this too, is a part of looking after our environment).*
- *Our town changed when the prison came in.*
- *We have a forum here in Kaikohe that meets every month with regards to the Kaikohe Community Development Plan, It could be a good forum for DOC to get involved in.*

What Kaikohe people are saying about FLORA & FAUNA:

While the issue of Forests, Flora and Fauna received many mentions, there are few solutions put forward. Here are some examples of what was said:



- *FAUNA*
- *Endangered animals need to be looked after more*
- *Protecting native species of animals and plants*
- *More bird home care because birds make trees.*
- *Less hunting b/c might kill the birds*
More solutions for bird diseases
More healthy things for birds, community & living area.
Monitoring Kiwi conservation
- *I've never seen a Kiwi - would be cool as a Youth to experience seeing, touching & caring for one*
- *Keeps our plants, birds for the future NZ.*

- *FORESTS*
- *More native trees in town*
- *Plant more natives*
- *Replanting of Native trees*
- *Protection of native flora/fauna and maintaining a clean (rubbish free) environment.*
- *Kauri die-back*
- *Tourists are bringing in foreign objects on their shoes which is killing our kauri!*
- *We need to see more kauri, totara, puriri trees.*
It is sad to see our native trees die.
We need to do more work and help out and stop this.
- *Puketi, Tane mahuta - all the kauri in Northland are going to die because of tourism.*
- *Too much pine trees - not enough native trees*
- *Replanting native forests*

What Kaikohe people are saying about COMMUNICATIONS:

AWARENESS

- *Awareness everywhere*
- *More awareness publicly*
- *Better awareness of looking after this country*
- *Awareness day and information*
- *Lack of knowledge sharing & communication*
- *Lack of info. & knowledge going out - or some info has been detrimental to the environment*
- *Ensure that the public know when activities or meetings are happening in the community*
- *more public awareness campaigns of issues that locals may be doing to impact their environment,*
- *Put signs up so people are aware of kiwi.*
- *Better marking and maps*



ENGAGEMENT

- *More communication with Iwi & DOC*
- *Accessibility for meaningful dialogue, followed by well-planned and effective action. I think the potential is all there already in DOC, within the people in the organisation.*
- *Lack of meaningful dialogue and mutual respect between western science and indigenous matauranga.*
- *Go to the communities and ask the questions. Map the issues with the communities and plan how to address them with the communities. Don't arrive with the glossy brochures and tell them what needs to be done. Lobby for fully subsidised long term employment schemes*
- *I would like to see DOC helping to unite the groups to work together for greater efficiency and more clout when negotiating with the council (for example)*
- *Stop being "thing-keepers" (water fauna etc etc) and start being educators. Bring programs for people to BUY into and to take up the work*

METHODS

- *More communications - keeping channels open, perhaps a newsletter that is well publicised*
- *More workshops in schools, more engagement with the community*
- *Monthly community newsletters to inform us what is happening each month in the Far North. Locally especially.*
- *I think conservation issues would appear to more people if they were framed differently. For example, a TV advert espousing planting NZ natives as a patriotic act would probably appeal to our local farmers, rather than harrasing them about stock in watershed.*
- *The problem around here is that people won't believe things are significant unless they see something about it on television.*
- *Celebrate the activities we do*

THE WORD

- *Conservation (the word): IT'S DULL!!! And has society (or our Govt) used this word deliberately?*

What Kaikohe people are saying about RELATIONSHIPS:

COORDINATION

- *Collaboration is lacking (ie: Business, corp's, DOC, etc.)*
- *Lots of activity happening on the ground but groups are not linked? So how do we all link to a type of 'forum' for all?*
- *Collaboration of the different sectors is 'silo-ed'*
- *Reciprocal engagements*
- *'Connect the DOT's to merge together - share the vision*
- *Consider amalgamated & incremental changes*



GETTING PEOPLE INVOLVED

- *We mustn't assume everybody wants to be involved in conservation. (Need to think of creative innovative ways to engage).*
- *Increasing remoteness of many people's lives from active kaitiakitanga / meaningful engagement with nga kura taiao. This is reflected in unsustainable practices and bad decision-making in resource management.*
- *We need to have more intimate relationships with the environment - must be more holistic*
- *Youth need to be more involved in Conservation, but the community needs to make it FUN*
- *Huge opportunities (in Ngawha Prison) - ie Corrections/DOC*
- *Building the capacity within whanau moving towards conservation*
- *A change in conservation methodology and philosophy aimed at developing strategic partners. This also requires key changes in direction from the government, putting the power back in people's hands*
- *Currently I lack confidence in the ability of the small local groups to get anything done - too many factions. DOC involvement would give me the confidence that the time I would potentially be investing is more likely to lead to change*

WHAT CAN BE DONE

- *Encourage the contribution that is happening in the communities (don't focus on the negative)*
- *Encourage volunteers by being inclusive in their conservation expeditions (DOC's other areas, islands, other special places)*
- *Create Advocates & Leaders of Conservation in each Community*
- *Create an environmentally conscious community*
- *Engage with the community - Business & farmers of Northland*
- *Work closer with Iwi/Hapu to make partnerships*
- *Bring the stories into the school curriculum to engage non-involved parties & individuals with programs targeting key national icons*
- *Take visitors for walks in our forests*
- *Empower local wardens, like Maori wardens and honorary fisheries officers. without devolving or divesting financial responsibility; make them the eyes and ears of conservation.*
- *Engage and partner with other outdoor groups eg scouts, fishing clubs, tourism activities - provide funds (real capital) for conservation compliance initiatives eg fish clubs with documented and proven policies for properly disposing of fuel & oils, paints, engines, nets, on-board waste - something similar to ISO 9000 accreditation*
- *Kyoto protocols awareness and what Northland can be doing as a rural community*
- *How about DOC come show the whanau how to care for our land? It would help for jobs and other opportunities*
- *Put DOC in a much higher position in the governance hierarchy; and make certain that their links with Maori groups are firm by employing more from communities*
- *Perhaps DOC needs to be a bit more 'human' and lose their dictatorial role and let us know the problems that we face are ones they would like to personally help us with.*

What Kaikohe people are saying about ENVIRONMENTAL ACTION:

COMMUNITY

- *Big community gardens & clay houses*
- *Community spaces/places where you can learn more and go on the weekends to talk and learn more*
- *Gardening - Growing kai for the communities and their families.*
- *I'm pessimistic about community activities now I have seen a lot of projects start but collapse over the years nothing has been sustainable*
- *Community pick-ups of rubbish in their local area.*
- *Making public aware of issues that locals may be doing to impact their environment, eg the impact letting domestic cats go (provide a means of disposal), dumping of toxic rubbish (provide a means of disposal), walking pets in conservation reserves that are also burial grounds and the possibility of dogs digging up remains as well as spoiling, the impact of sewerage outlets.*
- *Get schools involved in picking up rubbish, etc.*



FARMS

- *More 'Green' conscious farming practices in the area.*
- *Farming - Needs to be conversationally minded riparian planting is the right approach (Farmer - role models - Economy vs Conservation*
- *ASSETS*
- *Give more consideration to environmentally significant sites eg: Ngawai, gumlands, etc.*
- *Setting up parks & conservation areas targeted at protecting native species and educating people about the environment,*

ACTIONS

- *Clean up the planet*
- *Sustainable lifestyles, treading lightly upon, and in greater harmony with, our planet.*
- *Marine conservation initiatives: Recycling workshops - educating people about the potential harm on environment and future generations.*
- *Control rats, possums, hawks and mustelids as they keep native bird numbers depressed and threaten forest regeneration*
- *Planting at Lake Omapere to protect the Lake from cattle effluent runoff*
- *Pest control plus more activities that include the public.*
- *Protection of Rivers {Water quality} Protection of native bush {Biodiversity} Recycling of all plastics, electronics, batteries Total recycling of all non-compostable rubbish Genetic modification banned*
- *Water catchments, predator control, business opportunities on conservation estate,*
- *No mining on land that has any negative effect on water catchment / river/ harbour/ coast / deep sea.*
- *More track systems, huts, business opportunities, eco-tourism ventures, cultural tours*
- *All of these activities are so important to protect our natural environment on which humanity is so dependent. Clean, fresh water sustains life and is becoming this age's "gold". Pollution of our atmosphere is the other disaster growing upon us and both of these precious resources in turn are dependent on conserving the natural environment. Destruction of forests and pollution of air and water are the result of human intervention and solutions to these problems must be a major focus if not the greatest for Governments of the World. At the moment, talk and lip service is about all they receive.*

Key Sector Themes

The top three sectors represented in Kaikohe (by number of suggestions put forward) were Maori, Private Landowners and Farmers. Their responses are considered here.

Maori Kaikohe

The most important issue for Maori in Kaikohe and surrounds was the social implications; including youth. This was followed by Water Quality and Education. Many of the comments relating to Youth are repeated in a previous section so has been excluded here.

ISSUES

- *Kauri die-back*
- *The Kauri: b/c tourists are bringing in foreign objects on their shoes which is killing our kauri!*
- *Puketi, Tane mahuta - all the kauri in Northland are going to die because of tourism. Conservation, water ways are 'had it' b/c of farms, run-off again.*
- *Pest control*
- *pollution*
- *I want to see cleaner water.*
- *No one cares about our town anymore. You can't walk down the streets without feeling unsafe - looking over your shoulder ' cos someone might jump you.*
- *Our homes need a healthier environment, etc - no drugs, no alcohol*
- *Town Image Bad - Focus on putting the pride back into our town by removing all the tagging and graffiti (this too, is a part of looking after our environment).*
- *The community doesn't have a youth centre.
If the youth are the next generation they need a place to go!
You can teach them life skills and make them aware how important it is to protect and maintain the environment we live in*
- *Not enough resources/support*

IDEAS

- *Gardening - Growing kai for the communities and their families.*
- *More 'Green' conscious farming practices in the area.
Big community gardens & clay houses - community spaces/places where you can learn more and go on the weekends to talk and learn more*
- *Endangered animals need to be looked after more*
- *More bird home care because birds make trees.*
- *Less hunting b/c might kill the birds*
- *More solutions for bird diseases*
- *Stop Pollution - give out posters (competition)*
- *Community-type centre for Kaikohe - Something for the younger (teen - 20's)
Would get involved if Produce (kai) is grown*
- *Growing kai - to give families hope & the motivation to get their hands back into the whenua*
- *We have a forum here in Kaikohe that meet every month with regards to the Kaikohe Community Development Plan, It could be a good forum for DOC to get involved in*
- *Give it (the responsibility?) to the people who live and care for all those taonga*
- *We need to be aware that these issues are going on (in our schools/educational institutions)*
- *Just for people to see animals in their natural habitat and improvements in nature.*
- *How about DOC come show the whanau how to care for our land? It would help for jobs and other opportunities*
- *More communication between Iwi & DOC*
- *It's about how we can make things better for our community.*
- *Support DOC*

Private Landowners Kaikohe

No patterns emerge from the Kaikohe responses; rather a general coverage of some issues as follows:

PERSPECTIVES

- *I'm pessimistic about community activities now I have seen a lot of projects start but collapse over the years nothing has been sustainable*
- *The last 40 years DOC say one thing to help the community but don't follow through.*
- *Don't have faith in DOC on any Govt. agency for community initiative*
- *There is a lack of community involvement and leadership.*

IDEAS

- *Marine conservation initiatives: Recycling workshops - educating people about the potential harm on environment and future generations.*
- *Get schools involved in picking up rubbish, etc.
Give more consideration to environmentally significant sites eg: Ngawai, gumlands, etc.*
- *Educate the community on native and endangered plant & animal species, encourage the eradication of pest species.*
- *Create an environmentally conscious community*
- *We need to have more churches getting involved in looking after our communities - whether that be community gardens - imparting faith, hope & love whilst gardening.
Growing kai - to give families hope & the motivation to get their hands back into the whenua*
- *We have a forum here in Kaikohe that meet every month with regards to the Kaikohe Community Development Plan, It could be a good forum for DOC to get involved in*
- *More information & coordination/communication with specific outlines & targets.*
- *Educating people in the community about the issues that Northland faces.*

GENERAL

- *I have some serious concerns about the condition of many of the rivers in Northland. Increased pollution & run-off is effecting the habitat of many creatures & decreasing the eel (Otua). I think this is directly related to the deteriorating condition of the water quality & I would like to see all rivers fenced off from stock & intensive riparian planting undertaken. In addition, the increased logging in the area will add to the run-off + will likely effect the flood levels of the rivers & cause erosion of the banks. Planting & protection of the river banks with native species where possible will help stabilise the bank absorption run off + provide habitat for the native species.*

Farmers Kaikohe

ISSUES

- *Kaikohe is more than just a waste disposal plant & rubbish tip*
- *Endangered animals need to be looked after more*
- *The Kauri: b/c tourists are bringing in foreign objects on their shoes which is killing our kauri!*
- *Need campaigns to stop pollution*
- *Pollution: Particularly around rubbish - old cars, etc.*
- *Need Community focus on lifting poverty*
- *Need to work with whanau to assist with community needs.*
- *The mangroves attract mud which is taking over the sand.*

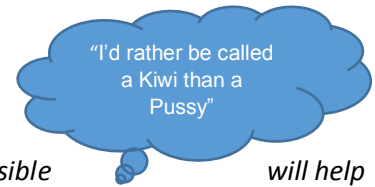
IDEAS

- *Increase the literacy stats*
- *Big community gardens & clay houses - community spaces/places where you can learn more and go on the weekends to talk and learn more*
- *More 'Green' conscious farming practices in the area.*
- *Need to encourage more businesses in Kaikohe (like Kerikeri)*
- *Better library (like Kerikeri)*
- *Community-type centre for Kaikohe - Something for the younger (teen - 20's)*

Good Ideas from Kaikohe & surrounds:

RIPARIAN PLANTING

- *I would like to see all rivers fenced off from stock & intensive riparian planting undertaken.*
Planting & protection of the river banks with native species where possible stabilise the bank absorption run off + provide habitat for the native species,



will help

YOUTH

- *If you want Youth to be passionate about our town & the environment - show us how to care*
- *Going to the old people homes and doing gardens. This would get our youth off the streets and it will help them to respect our elders more.*
- *The community doesn't have a youth centre. If the youth are the next generation they need a place to go! You can teach them life skills and make them aware how important it is to protect and maintain the environment we live in*
- *Get schools involved in picking up rubbish, etc.*

GARDENS

- *We need to have more churches getting involved in looking after our communities - whether that be community gardens - imparting faith, hope & love whilst gardening.*
Growing kai - to give families hope & the motivation to get their hands back into the whenua
- *Big community gardens & clay houses - community spaces/places where you can learn more and go on the weekends to talk and learn more*

GENERAL

- *Community Development Plan, It could be a good forum for DOC to get involved in*
- *Conservation (the word): IT'S DULL!!! Where's the 'beauty' behind it? - Why have we accepted this word?*
- *A monthly conservation focus for the community eg: Lake Omapere in July. Opononi shoreline in August. Etc*
- *Give more consideration to environmentally significant sites eg: Ngawai, gumlands, etc.*
Create Advocates & Leaders of Conservation in each Community
- *Get political - Lobby!*
- *Lots of activity happening on the ground but groups are not linked? Link to a type of 'forum' for all?*
- *We need some sort of a 'network' (including a mapping process - 'the where, how, who' - comms plan, etc).*
- *Educate the community on native and endangered plant & animal species, encourage the eradication of pest species.*
- *Stop Pollution - give out posters (competition)*
- *If we don't control the cats & dogs - the Kiwi's will die... 'I'd rather be called a 'kiwi' than a pussy or a doggie*
- *Support DOC.*

Recommendations for Kaikohe

- *In this area, we need to recognise that social issues dominate the thinking. For the urban residents of Kaikohe, this suggests ameliorating the economic state of their town and resultant social ills via conservation activities. For the people of the surrounding rural areas, this suggests acknowledging their rural isolation and assisting in bringing communities together. In all cases, resourcing is a much more essential component.*
- *The people of this area have a close association with the forest so see flora, fauna and loss of habitat as a high priority.*

- They have identified a lack of communications and poor relationships with DOC are areas that need improvement. They do not want to be forgotten. There is interest in getting involved; especially if the outcomes are food and jobs.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Kaikohe area

Where participants identified a need or project specific to Kaikohe and surrounds, they are listed here.

- *More native trees required in Kaikohe*
- *Kaikohe needs to have a whare wananga in Kaikohe*
- *Puketi, Tane mahuta - all the kauri in Northland are going to die because of tourism.*
- *Ngawha Springs is an amazing untapped tourist resort. At the moment it seems 'tacky' It needs a revamp and weeding.*
- *The community doesn't have a youth centre - Us youth have nowhere to go so most just do crimes to get by and end up in Ngawha.*
- *Give more consideration to environmentally significant sites eg: Ngawai, gumlands, etc.*
- *There are huge opportunities (in Ngawha Prison) - ie Corrections/DOC*
- *The eel are decreasing in Otaua*
- *Planting at Lake Omapere is required to protect the Lake from cattle effluent runoff*
- *Need to encourage more businesses in Kaikohe (like Kerikeri)*
- *Need a better library (like Kerikeri)*
- *Need a Community-type centre for Kaikohe - Something for the younger (teen - 20's)*

Appendix 5: KERIKERI & Surrounds

Overview of Operations

The C2OCo Team focussed on Kerikeri from the 23rd of June to the 1st of July 2013.

Organisations and individuals were emailed, people called, personal approaches made, and Flyers were sent to key organisations. In all, 233 approaches were recorded to promote the upcoming Public Meeting although this does not include Newspaper advertising and street discussions between our surveyors and the public.

A stall was set up at the Farmers Market, Surveyors approached people on the street, and a Public Meeting was held at the Turner Centre on the 1st of July 2013 at which **17 people** (excluding DOC and C2OCo members) attended.

From these events, 60 people submitted written responses; 29 of which chose to enter the Prize draw.

Concurrently, an online survey was available on the DOC Website, which brought in a further 28 responses for this area.

See Appendix 1 for overall statistics.

General Impressions

Kerikeri people tended to be passionate about the environment, most engaged already in their own projects or lifestyles, quite academic in their thinking, and astute in their considerations. They asked the hard questions seeking validity of both C2OCo and the Survey.

Dominant Themes

The significant themes (**Practical** and **Political**) to emerge from these discussions and surveys, online and onstreet combined, in order of frequency were:

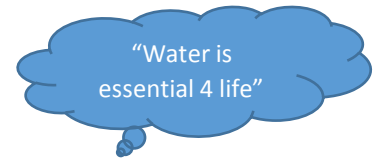
- **12.16% Water & Waterways**
- **10.71% Environmental Actions**
- **10.71% Relationships**
- **9.8% Communications**
- **9.8% Flora, Fauna, Habitat**
- **6.9% Education**
- **5.99% Resourcing**
- **5.81% Social Impacts**
- **5.81% Government Policy**
- **4.9% Weeds and Pests**

Example comments relating to the **Top Five themes follow**.

What Kerikeri people are saying about SEA, WATER QUALITY & WATERWAYS:

WATER

- *Clean water = life for us and for our children*
- *Water quality.*
- *Water is essential 4 life.*
- *Better water quality means a healthier everything*
- *Our country's reputation depends on a pristine environment*
- *Diversity - maintaining coastline, forest, vegetation, sea water, purity (reduce soil run off).*



SEA

- *Access to coastline - Free access to the beaches like we used to have - We no longer have access to our beaches.*
- *Harbours - Clean Whangaroa harbour*
- *Whangaroa Fish farms - silting - loss of species*
- *We would like to keep our harbour aquaculture free - the oyster farm has already closed because of herpes!*
- *What's this proposed fish farm at Te Ngare? This will rot the sea bed and create imbalance!*
- *Fishing - 10% no fishing zones - NZ wide*
- *Less inshore commercial fishing*
- *Protest against large commercial fishing*
- *Endangered species are irreplaceable.*
- *Deep sea trawling bans off our coast*
- *Establishing a marine reserve in the Bay of Islands*
- *So future generations have fish too*
- *Mining - Protection of coastline & water (Mining control)*

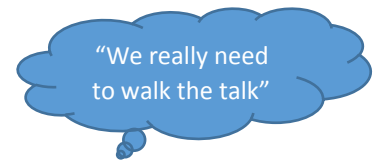
WATERWAYS

- *Pollution of waterways/inlets due to run-off/silting up/mangrove growth, 1080 Concern, Fertiliser, Animal waste, Burning/disposing of plastics, the threat of mining, waste leakage, toxins reaching our water-ways.*
- *Solutions - Kaitiaki o te awa*
- *Restoration of water ways*
- *Clean & organise: Rivers, waterways*
- *Water catchment/management*
- *Clean rivers, wild life, beaches, weeds*
- *Erosion of streams & silting of inlets*
- *Clean water & riparian planting*
- *GE Free & Organic!*
- *Promoting chemical free.*
- *Clean water ways, planting our riverbanks, no effluent dumping in streams,*
- *Protection of wetland and natural waterways - for oyster industry and for special northland birds and wetland and surrounds wildlife like mudfish and pateke.*
- *Farmers need to clean up the way they treat waterways.*
- *Planting a buffer belt parallel to all waterways*
- *We have a good amount of interest in my area but more can be done. In my area farming methods can be improved i.e. riparian plantings on private land, a river's health is the responsibility of all the landowners it passes through.*

What Kerikeri people are saying about ENVIRONMENTAL ACTIONS:

GENERAL

- *It is happening - keep going!*
- *Has been happening in Kerikeri but much room for improvement.*
- *Need for greater notification of events/activities*
- *Creating a better environment for present & future generations*
- *We really need to walk the talk with 'clean green NZ'.*
- *Working on something for the future together. United and local community activities (pressuring the international product companies).*
- *All sectors of the community could become involved and contribute different skills, from the elderly supporting e.g. charity shops, writing letters, etc.; the young learning about the environment and e.g. tree planting; the many young people around here could be setting/checking traps, laying poison (rather than just tipping it out of helicopters) and then feeling involved; academics/teachers helping with monitoring/preparation of educational material, etc.; more contact/emphasis on forming groups between farmers/life-style block; improved liaison with Maori (often activities seem to stall in a mire of rhetoric); and this is just the beginning....*
- *Conservation needs to be practical & possible for people to implement & support & includes re-cycling which is poorly supported in our area.*
- *The more the community are involved, the more they will feel responsible for the environment, and the more others are likely to become involved.*



PESTS

- *Trap-a-thon - Subsidised traps, fur & pelt industry, and support with traps & nesting boxes.*
- *Northland to be completely pest free (VISION)*
- *Two good examples of how to achieve widespread predator control by uniting diverse property owners who border sensitive areas are provided by ARK in the Park (West Auckland), and the Kiwi Foundation (Northland). These concepts could be spread throughout the country.*

WEEDS

- *Weed weekends, with biodiversity talks & prizes (Hunt passes?)*
- *Privet eradicated - mandatory for private landowners.*

PLANTING

- *I plant trees!*
- *Some food producing trees on public land.*
- *Kauri reforestation*
- *Planting stream banks*
- *Native plantings*
Organic vegetable growing seminars
- *Planting stream banks to create better water quality and to encourage wildlife*
Community Native nursery.
- *Erosion control plantings*
- *Plant Kauri Forests*
- *Plantings & birds at schools & public places*
- **CLEANING**
- *Beach clean ups, School clean ups, Carnivals, Rave - it's not just about having fun, but bring the community together, making things fun - competitions.*
- *Cleaning rubbish from stream beds.*
- *Cleaning rubbish from local environment streets, parks, etc.*
- *General rubbish clean up. Stronger incentives to prevent littering (fines, etc)*
- *Maintenance of reserve areas - upgrade facilities*

ASSETS

- *More Kiwi reserves - support private landowners or Iwi to set these up. Avoid urban encroachment on rural land.*
- *More local walks*
- *An Environment centre is needed with shared resources/info/talking/comms/visitors centre/schools*

PARTNERSHIPS

- *Engage a working partnership with Whenua Rahui & NZ Biodiversity establishments to plan & provide resources for the best practices for conservation activities.*
- *We (business) want to get some performance t-shirts printed. Could we get help to source t-shirts from companies with sustainable practices or low carbon use.*
- *More private land owners to work with constructive biodiversity plans.*
- *More 'multiple Maori Freehold land owners' to be directed, consulted on biodiversity AND conservation activities.*

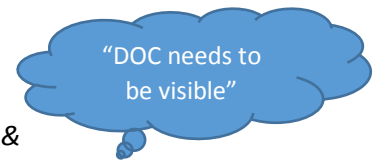
OTHER ACTION PROPOSED

- *Supporting council in enforcing plastic legislations.*
- *Coastline monitoring*
- *Mining checks*
- *Tourist development*
Sensible business development
- *Better 'policing' of farmlands to minimise pollution of waterways/oyster farmers to minimise silting.*
- *Fencing to keep stock sufficiently away from waterways - lakes, inlets, streams*
- *Keeping as much virgin bush (or close to virgin) remnants as possible and restoring others to pest-free status*
- *Keeping special animals in Northland and let them move along corridors*

What Kerikeri people are saying about RELATIONSHIPS:

PERCEIVED BLOCKAGES

- *No-one to drive it with the time and the knowledge*
- *Four-way disconnect: DOC/ownership of responsibility/ from the Land & between departments*
- *People have forgotten their relationship to nature*
- *Lack of Collaboration (ie: Tourism vs Manawhenua vs business vs community)*
- *Many Maori & Pakeha volunteers & professional conservation trained personnel are moving away from my area because they are not listened to or they have not been monetarily recognised, to maintain the 'on the ground' monitoring.*



DOC ROLE

- *Keep doing what you are doing but extend community engagement; engagement & responsibility in order to build 'partnerships' long term.*
- *Provide leadership & be a catalyst to galvanise the community*
- *Facilitate coordination between different community groups*
- *Become the enablers - empowering the community to do their bit - direct them to best practice*
- *Build relationships & keep community & groups informed.*
- *Take a holistic view - more collaborative approach to engagement*
- *Be courageous enough to assist community to do things that are out of the square*
- *Find creative solutions, use creative people to problem solve & help that solution to be carried out.*
- *Share expertise in marketing, seeking sponsorship, business planning and approaches*
- *Provide access to technical advice (ie: Landcare/DOC)*

PROMOTIONS

- *Promote community driven projects to improve biodiversity & ecological strengths of the region*
- *Promote regular DOC volunteer days*
- *Have a bigger, larger presence, including in towns & cities - not only rural.*
- *Engage the media and businesses to become involved in Conservation projects*

EDUCATION

- *Provide educational resources*
- *Play a bigger role in schools for DOC*
- *Promote community support through schools*
- *Reach out to schools and landcare groups before any barriers arise.*

COLLABORATION

- *Promote more agency collaboration: DOC/FNDC, DOC/SPCA, etc.*
- *Co-ordinate the different groups doing conservation (including sports clubs, etc).*
- *Engage a working partnership with Whenua Rahui & NZ Biodiversity establishments to plan & provide resources for the best practices for conservation activities.*
- *Engage with the Department of Corrections*
- *Build sustainable business networks (not sure if DOC should broker this)*
- *Promote a HALO Project for Northland!!!*
- *Support 'Reconnecting Northland' - collaborative approach*
- *Develop a Sustainable Strategic Plan for Northland & create opportunities for people to take part*
- *Build strong advocates with business groups - partnerships between local businesses*

COMMUNITY HUB

- *Support the concept of an environment centre - Shared resources, info, talking, comms, visitors centre, schools*
- *No 'info centre' immediately obvious in Kerikeri. So why not combine? (ie: Environment Centre and Info Centre): Hub, Comms, Collaboration, Funding, Engagement Plan, Co-ordination (Volunteers), Education, Strategic planning*
- *Use Library to promote*

What Kerikeri people are saying about COMMUNICATIONS:

BLOCKAGES

- *We are not aware of what's going on*
- *Lack of communication & awareness - Liaison needs to happen*
- *Lack of signage*
- *Current Website: Difficult & time consuming to find way around*
- *Lack of community ownership, knowledge, awareness, education*
- *Lack of education - need more advertising like on buses, tv, radio - persons to police*
- *What is the attractant?*
- *Communication following registration of interest to DOC offices and several other organizations has been virtually zero. Maybe there are simply too many volunteers? The failure to tap into volunteer opportunities, as has been my experience, has caused a decline in personal enthusiasm*
- *I know some of the things that DOC does, and some of them very well, but I don't understand its role politically. That role seems to be left to the Green Party or other groups.*



IDEAS FOR DOC

- *Need to communicate more*
- *Communication. Communication. Communication. Meetings, reports, advisories, web sites, cell phones, radio, television. In the history of mankind we have never had such a plethora of media for communicating, yet so many organizations fail to utilize the potential.*
- *Communicate. Stop being arrogant. Talk to the community, not at it. There is a wealth of experience and knowledge 'out there': they should be utilising it.*
- *Needs and opportunities need to be communicated to the community at large.*
- *Every month there should be a Promotion*
- *Local conservation newsletter - could be online*
More advertising
- *Greater awareness of activities taking place needed - eg: Advertising through posters & in local paper, radio, etc.*
- *Inspire by Storytelling*
- *Matariki activities*
- *Media exposure - Maori television - Make programmes*
- *Website: Interpretations - Create curiosity about a site - tell stories - target all ages*
- *Role in schools for DOC*
- *Create a calendar of events*
- *Communicate via libraries, electronic, local papers*
- *Facebook - Social networking*
- *Support an environment centre with shared resources/info/talking/comms/visitors centre/schools*
- *Tell stories: More on TV (inspiring)*
- *Show videos and movies about your work, encourage people to share in DOC activities even more.*
- *I sincerely hope that DOC can change its approach/attitudes and embrace the enormous potential that exists in the community, and listens rather than just lectures.*

IDEAS FOR COMMUNITY

- *Need to see the importance of special/different area's having awareness if we don't maintain or preserve - it may be gone*
- *Don't put conservation in a separate box!! It's how we live!!*
- *A good 'Media arm' is needed (not necessarily DOC)*
- *Libraries, Notice Boards, Emails, Facebook*

What Kerikeri people are saying about FLORA & FAUNA:

FORESTS

- *'Green' spaces - access to nature*
- *Bush lore education required*
Identify & develop a cure for the kauri die-back fungus
- *Tree planting.*
- *Preservation of wild areas, flora/fauna*
- *Destruction of biodiversity & habitat*
- *Preservation of native forests.*
Native plant regeneration
- *Keeping as many virgin bush (or close to virgin) remnants as possible and restoring others to pest-free status, to keep special animals in Northland and let them move along corridors*
- *Habitat restoration targeted on ecological corridors between Northland's fragmented areas of Indigenous forest.*
- *NZ is special but will end up full of gum and pines trees and other exotic species - not our home anymore*



WILDLIFE

- *Preserve NZ wildlife*
- *Habitat corridors - It's not just DOC lands, the native bird/critters' food corridors span across farm lands, private lands, papakainga, etc.*
- *Loss of native species*
- *Loss of species*
- *Despite all arguments stating that the extinction of (many) species is inevitable, when it has been shown that preserving endangered fauna is possible with some effort, then it behoves the citizens to ensure their survival, not only for those citizens and their descendants' enjoyment but to ensure a balanced environment.*
- *When the vulnerable species have been killed by pests, there is nothing left.*
- *Continued work on endangered species i.e. kiwi, pateke but also expanded to consider equally rare but less iconic species i.e. Flax snail and many of our reptile species.*

KIWI

- *More Kiwi reserves - support private landowners or Iwi to set these up.*
Continue Kiwi programme
- *In Northland protection of native birds (esp: Kiwi).*
Best Kiwi population (at risk) - declining

PESTS

- *Promote Pest destruction - possum control for food & income*
- *DOC support for local bans on dogs & cats, working with groups working (already) in this area.*
Endangered species are irreplaceable.
All roaming dogs should be killed so that Kiwi survive.

GOVT

- *Need stronger legislation to protect forest & waterways*

Key Sector Themes

The top three sectors represented in Kerikeri (by number of suggestions put forward) were Private Landowners, Local Organisations, and businesses. Their responses are considered here.

Private Landowners Kerikeri

Private Landowners tended to have a strong focus on the care and protection of the physical environment but saw the blockages as mostly political. A sample of their comments follow:

PERCEIVED BLOCKAGES

- *Kerikeri is seen as a low priority area for DOC.*
- *Lack of resources*
- *Politics - a killer of ideas & action!*
- *Bureaucracy!! I'm a cynic*
- *Legislation is not making farmers fence off & plant out their waterways.*
- *Council not being active enough. Govt. needs to be more active.*
- *Mix of interests of Mayor Brown's shares of mining companies and his job as mayor.*
- *Lack of coordinated approach. Lack of 'buy in' from resellers + manufacturers.*
- *Problem seems to be too much out of my hands + influenced by big businesses.*
- *Lack of education - need more advertising like on buses, tv, radio - persons to police*
- *DOC are putting members of the farming community through unnecessary expenses of loss of livelihood.*

DOC ROLE

- *More staff if possible*
- *Additional action against people who ignore conservational ideals*
- *Maintenance of paths (walkways)*
- *More input & get out there and promote themselves*

WHAT THEY WOULD LIKE TO SEE

- *Better more coordinated communication and activities to raise awareness of surroundings, a greater appreciation.*
- *Avoiding urban encroachment on rural land.*
- *Planting out the waterways, create marine reserves, stop selling conservation land*
- *Prosecuting polluters*
- *More local walks*
- *We would need to know there was someone we could call to get advice.*
- *Getting kids to find their hearts in nature; getting their hands into the earth*
- *Free access to the beaches like we used to have. We no longer have access to our beaches.*
- *Eradication of Noxious plants*
- *Pest eradication - Possum/feral cats/stoats*
- *All roaming dogs should be killed so that Kiwi survive*
- *Continue Kiwi programme*
- *Education from grass roots*
- *Preservation of natural forest, native plants and Wildlife*
- *General rubbish clean up. Stronger incentives to prevent littering (fines, etc)*
- *Protection of waterways, Water catchment/management*
- *Preservation of green spaces, access to nature native forests, Native plant regeneration, Wildlife regrowth, clean water, air.*
- *No mining! (toxic) "I'm not in favour of mining in Northland"*
- *Clean water = life for us and for our children.*

Local Organisations Kerikeri

Local Organisations in Kerikeri reflect the general consensus that a combination of both practical and political solutions are required to benefit the community as a whole.

PERCEIVED BLOCKAGES

- *Political inference - corporate farming*
- *Lack of creative thinking higher up, community buzz of culture, Lax Kiwi attitudes and lack of money!*
- *No organisation by DOC & Local Council*
- *Commercial interests*
- *Misinformation from lobby groups (eg: hunters)*
- *Insufficient Govt. funding*

DOC ROLE

- *Education - Moving more strongly into a facilitation/education role.*
- *Advocacy for appropriate Govt. subsidies around & beneficial to community aligned enterprises*
- *Be much more proactive. DOC needs to get more involved with meetings/flyers in our area*
- *Providing leadership & catalyst to galvanise the community*
- *Supporting council in enforcing plastic legislations.*
- *Take a lead in setting up more community groups.*
- *Supply logistical support.*
- *DOC do an amazing job with minimal resources*

WHAT THEY WOULD LIKE TO SEE (POLITICAL)

- *More knowledge & buy in by communities*
- *Greater awareness of activities taking place needed - More advertising of who is needed.*
- *A concerted organised effort! Specific projects, targeted efforts, published results*
- *Organic field days/short courses, Bushlore, Education*
- *Media exposure - Maori television*
- *Building community, Economic development - niche income building*
- *Biodiversity programmes/plans for whenua wellness, whanau wellness*
- *Education of tourists as ecological ambassadors through DOC*
- *Education of youth*
- *Better level of communication. This (survey) is great!*

WHAT THEY WOULD LIKE TO SEE (PRACTICAL)

- *Weed weekends, with biodiversity talks & prizes (Hunt passes?)*
- *Trap-a-thon - Subsidised traps, fur & pelt industry, Support with traps & nesting boxes.*
- *Kauri reforestation*
- *Clean water, air preservation, considered development*
- *Pest eradication; Community involvement in Pest management*
- *Privet eradicated - mandatory for private landowners.*
- *Organic vegetable growing seminars*
- *Cleaning rubbish from stream beds, local environment streets, parks, etc.*
- *Planting stream banks to create better water quality and to encourage wildlife*
- *Provision of clean soil kauri seedlings*
- *GE Free & Organic!*
- *Promoting chemical free.*
- *Restrictions of toxins reaching our water-ways.*
- *Clean water & riparian planting*
- *How about an honest & independent assessment of the cost/benefit weight of the proposed mining for local community as a proportion of the whole fiscal value involved, and in relation to the tree value of the resource that will vanish from our whenua, and an investigation of alternative sustainable, or less intrusive and longer-term locally governed extraction methods of enterprises.*

Businesses Kerikeri

Business people tended to look for the commercial advantage or activities that could potentially be complimentary to conservation and commerce.

PERCEIVED BLOCKAGES

- *Lack of united vision.*
Funding restraints our society.
Time Restraints
- *Political inference*
Too green - sustainable milking may be ok

DOC ROLE

- *Build 'partnerships' long term.*
- *Education*

WHAT THEY WOULD LIKE TO SEE (POLITICAL)

- *More knowledge & buy in by communities*
- *Education from grass roots*
- *Monitoring of business for business development.*
- *Niche businesses*
- *Economic development - niche income building*
- *Eco tourism*
- *Helping education for Northland to learn to do all this.*
- *Building community*
- *Social accountability*
- *Tourist development*

WHAT THEY WOULD LIKE TO SEE (PRACTICAL)

- *Maintenance of reserve area - upgrade facilities*
- *Looking after the environment by keeping food free of chemical, fillers, no colouring, no gluten no lactose.*
- *Water catchment/management*
- *'Green' spaces - access to nature*
- *Continue Kiwi programme*
- *Pest eradication - Possum/feral cats/stoats*
- *More tracks/reserves*
- *Restrictions of toxins reaching our water-ways.*
- *Maintenance of environment - flora & fauna*
- *GE Free & Organic!*

Good Ideas from Kerikeri & surrounds:

People in Kerikeri suggested:

- A good 'Media arm' is needed (not necessarily DOC)
- Create a calendar of events
- Inspire by Storytelling
- Challenge local body candidates to state what they will support
- Need better coordination of Volunteers
- Offer Trap building workshops/wananga
- Trap-a-thon
- Get to the community via schools
- Look after 'own patch' first - many already doing it (just don't know about them)
- Community Native nursery.
- Environment Centre - Shared resources/info/talking/comms/visitors centre/schools
- Engage a working partnership with Whenua Rahui & NZ Biodiversity establishments to plan & provide resources for the best practices for conservation activities.
- We (business) want to get some performance t-shirts printed. Could we get help to source t-shirts from companies with sustainable practices, low carbon.
- Businesses seek Ecostamp
- The word 'Conservation' = limiting (not just the environment (problem because it's separated out) eg: 'economy vs conservation')
- Why not combine an environment centre and info centre: Hub, Comms, Collaboration, Funding, Engagement Plan, Co-ordination (Volunteers), Education, Strategic planning
- Use the library to promote
- Engage a 'Volunteer Army'
- Volunteer Register (DOC)
- Provide a service to 'audit' community conservation so they don't need to spend so much time reporting!
- Model the HALO (Hamilton) Project
- People are not frightened enough yet! (to get involved)
- Consider the Social aspects - FUN, sense of community, pride



Recommendations for Kerikeri

- The people of Kerikeri and surrounds are well informed, well-resourced and have time available to get involved.
- Their primary conservation focus is on the sea, the water ways and the quality of water in general. They see greater potential for people to get involved in these areas but feel that the lack of coordination and overall awareness is limiting this potential.
- They have proposed building networks and relationships across all sectors of the community and applying greater political pressure. They feel that a centralised hub would be helpful to pull this all together. There is expertise within the environment conscious sector to support such an idea too.
- Please refer to the Good ideas section; some of these may be helpful.

Local identified needs in the Kerikeri area

Where participants identified a need or project specific to Kerikeri and surrounds, they are listed here.

- Clean Whangaroa harbour. Whangaroa Fish farms are causing silting and loss of species.
- What's this proposed fish farm at Te Ngare? This will rot the sea bed and create imbalance!
- Use the Kerikeri Library to promote conservation
- Build a dog park in Kerikeri.

Appendix 6: NON REGIONAL SPECIFIC

Overview of Operations

A further 712 approaches were recorded to promote the upcoming Public Meeting but were not tagged to a specific location; mostly they were mailed to our general networks, talked to personally, or they hit on the Facebook site. Again, this does not include Newspaper advertising and street discussions between our surveyors and the public.

The number of surveys that were either emailed, posted or handed in, outside of the standard survey collection methods, was 11 of which 5 chose to enter the Prize Draw.

People who completed the online survey but did not give a geographical location (23) or were from out of district (3) totalled 26.

Eight people underwent one-on-one interviews and 16 groups of people participated in discussions together.

Comments from one-on-ones, Focus Groups, and other sources follow. Where the source is unidentified, their comments are groups by theme; the dominant ones being DOC, Maori, Getting Involved, and other.

The comments in this section are quite comprehensive or diverse as many of the participants were quite focused or passionate about conservation and the environment.

One on Ones

People were asked two key questions:

- What have been their past experiences with DOC and conservation activities? and
- What opportunities for generating more conservation activities can they see for the future?

A sampling of their comments follows:

- (Te Kopuru Conservation Advocates): "In the Past, it seemed too much to ask others to help with our aspiration of building community gardens....so we just went about our business doing what we could for our community garden kaupapa here in TK...and it just grew from there'....However, we need to re-address the thought of working with other people or organisations (such as DOC) to share & grow our vision...which is 'look after our whenua, look after our people'.....So in the future we could grow what we already do by working on the vision together....because there's a lot of poverty out there....Many hands make light work..."
- (Donnellys Crossing Advocate): "I've tried to work with other Government Agencies in the past to create training & employment opportunities in the area, I have an asset that I see can be utilised as a type of training ground for the unemployed, but the bureaucracy got too much. My passion is to help my community in any way I can, by passing on my experience and mentoring to our young people, letting them know that together we can create a better environment'....if that means I get to align this vision & work with like-minded people to plant more native trees, help towards cleaning our waterways, and more so create training & employment opportunities....then I'm all for it."
- (BOT Chairperson-Kaihu/Aranga Advocate): "Our School is very Eco-friendly minded, but being a small school, we have limited resources to incorporate these values into our current curriculum...of course we would welcome any programmes and resources that would raise the awareness of how important it is (for our future) for the children to contribute to looking after our special places and enhance our educational outcomes..."
- (Waipoua): "There's a new breed of Rangatahi coming through who are highly educated and well aware of the environmental deficits we face now and in the future....we want to make a deliberate

contribution towards reducing the environmental debt up home...by way of wananga (discussing & understanding the Cultural Impacts), taking our tamariki on hiko (walking the land) & working in with organisations such as the Waipoua Forest Trust to plant more natives in areas of great need)....”

- (Te Runanga o Ngāti Whātua): “The Runanga are undergoing a revitalisation of certain strategies and Tiaki Te Whenua is one of them....we would want to work in with our whanau, hapu Iwi and any other stakeholders that share our vision of looking after our land...”
- (Local Church Opportunities – Dargaville): “Our church is very instrumental within this community, which includes sharing our vision of... ‘clean environments means clean minds’this vision can include being a part of contributing towards conservation priorities within our communities. We have the people who have a passion for helping people...if that means getting our gumboots on to clean places along the Northern Wairoa to create clean spaces & shorelines for our community...then we want to be a part of it”
- (Manager, Government Department) “If the council can cut through the red tape, then so should DOC.”

Focus Groups

Where possible, groups of people were interviewed together. Many of the groups were subsets of young people involved in the Youth Forum held in Whangarei on 12 and 13 June 2013; their comments are listed first. Other groups belonged to businesses or organisations as shown.

FOCUS GROUPS - YOUTH

- **Northland Youth Group**
 - *A lot of people dumping rubbish up the bk of the bush (tv, fridges) - that ticks me off*
 - *We are a part of the kauri dieback team and have worked alongside the scientists & other experts for a good 2-3 years. We are making progress, but it's the policies that become crippling on many different levels.*
- **Youth Forum**
 - *Waitangi (polluted water) When you dive off the bridge - it stinks!!! It wasn't always like that? - must be something to rectify this? (development of wai ora project/s)?*
 - *When you go diving in Taipa - (occidation ponds) we've mutated fish damaged because of their loss of habit/loss of their environment & the poison in the water*
 - *How do we mobilise our community to get involved in conservation activities?*
 - *What Peter said - you have to make it fun!*
 - *Young people go to the beach cos they love it!*
 - *Encourage them - a cool thing to do with friends - it's a start*
 - *That ability to go out there - take a leap with DOC - if you have a plan*
 - *If you can show them the plan - then partnerships can occur*
Example: Clean-up projects in PNG - motivated people - this is what your environment is gonna 'look like' in 20 years' time (the audio/visual was so disgusting it motivated people to do something about it)!
 - *We always talk about our economy over our 'clean green image'*
 - *NZ will lose its identity! Our environment IS actually our Economy*
 - *GMO - towards plans - causing infections and diseases are destroying our natives*
Therefore economy DESTROYING our conservation
 - *PTA - example - it visibly kills our environment, and indirectly kills us!*
 - *That close connection to the environment is a cultural value to our Maori people!*

- **Northland Youth Council**
 - A lot of GMO's - should have further discussion whether that should be allowed or not
 - Oil Resources - Do we do it, don't we?
- **Northland Youth**
 - At first we thought it was just an ideas - but here (at the Youth Summit) people where really interested and we never had the opportunity to take it to that level.
 - We already had the idea
 - Identify those committed people now!
 - I think people in Kaitaia - are on the same page - to do something with the youth
 - Our rep is so bad - they can no longer be ashamed - everything is so negative. It's like the Otara of Auckland - that's the outsiders perception But it's our HOME!!! That's not how we see our home - yeah, it looks 'hori azz' but we have a sense of pride about our home. It's like a house - when they renovate it - they are so proud of it....It's like I done that!!!
- **Young Maori Leaders Forum - Northland Youth Summit:**
 - Bought up with those conservation values - looking after 'kai' in the sea.
 - Family had very little \$ however they are all taught to dive for kai or collect kaimoana & fish
 - As youngsters had been bought up not to take anything undersized - it is a part of their life, instilled from a young age into the whole family.
 - These are cultural values that can fit straight into the rules & regulations of MAF!
Rule no. 1 = Fish has to be a certain size. We intrinsically know that if the fish is too small, it will impact on our kai supplies in the future - so that 'rule' is part of our upbringing anyway.
 - With people who don't have that upbringing - we can gauge a 'value' that's similar and work with that - then we know that the vision is shared.
 - It has to start with taking individual responsibility first though - How do we do that?
Our scenario: Instil those values from babies
 - Take it to the kindergartens, Kohanga, Primary schools, etc
 - Regular talks when going to fetch kaimoana with the 'new kids'
 - Working with people, whanau, friends, whomever who are like-minded
 - Related - ness - In order for groups to come together on sharing a vision & doing something with it - we need to relate!
 - It doesn't matter whether we come from different backgrounds, cultures, creeds, walks of life, etc - if we can 'relate' then we can mobilise!
- **Cadetship Focus Group - Northland Youth Summit**
 - DOC/NRC - Wetlands / Kauri Dieback - we do have those connections
 - MPI - We do have a lot to do with them
- **NRC/Youth:**
 - Enviro School - in the NRC comms team Susan manages the enviro schools - in terms of the early education.
 - Very good summer student programmes set up. So the Northtec students work with NRC & the Enviro School students over the summer breaks.
 - The cultural - the invasive organisms have a huge impact on the kaimoana so those cultural impacts have been progressive - need more CIA's (Cultural Impact Assessments) done
 - Survey Kaiwi lakes - Infested with Gambus.(a type of fish/guppy) - so you lose native fish because of this infestation.
 - It doesn't have to be an animal - it could be a weed!
 - Riparian planting is a positive way to keep the weeds from the lakes also
- **Northland Youth Group:**
 - Most DOC tracks not maintained & signage
 - Northland Youth Council
 - Marine Life - Poachers are a big problem
 - Limestone Island - Trying to turn into reserve

- 30 young people - went over there planted 50-60 trees – penguins
- Erosion of the sand dunes - Pingao plantation Waipu Cove Area
- The old surf club used to be full of sand and dunes....now they've washed away
- Clean the beach projects - Primary Schools
- Bream Bay College - Go down to the beach - cleaning up the Trash - Environmental group
- Ngunguru/Wooleys Bay - Eroded enormously - Granddad 92 - seen it erode immensely
- Sandspit - Great that it's back in public hands now
- Kiwi - Saving the Kiwi (also in our area)
- DOC - Tramping tracks implemented
- Forestry scenario - Killing a huge environmental resource
- Fencing - Horses, cattle don't & squash the eggs.
- Tane Mahuta, Kauri Forests, our Native Flora
- It really hits home - when you realise that they were here before us...
- It's all about the money and we don't think about preserving them (the Kauri)
- We are youth - our second home has been the surf club
- And the Ferry Tern are almost non-existent now (at surf club)
- Manaia - we had different people talking about it being a certain way, used to be all sorts of plant and birdlife...nothing now (ie: no birdsong)!!! Lots of noisy birdlife to virtually none...this follows on to the marine life as well
- Commercialising the fish - limited amount of fish as it is. I can remember going fishing before & we used to catch heaps (as in our quota every time) now we are lucky to get one (it's now mostly none!!!)
- **Northland Youth Summit - Cadets (in local/regional councils) Forum**
 - Our Personal Opinion:
 - 99 percent of people completely ignorant of the environmental situation!
 - Before we started (our cadetships) we knew very little ourselves
 - Once you are aware - it's very life changing - now we can't go back!
- **NRC/FNDC - working on the biosecurity issues to do with:**
 - Tree Privet - Chinese Privet - Total Unawareness publically!!! Acres & acres have been planted at almost every school in Whangarei!!! Imagine going to school with those ear, nose & throat ailments or asthma and then having to deal with the privet trees that surround the school you go to! Huge thing needs to be addressed!
- **Northland Youth Group:**
 - Really unaware of what DOC does
 - We've been walking around town with certain people - don't know that they have it!
 - Must become a compulsory subject in school - more interactive time (with DOC), primary and intermediate schools.
 - "In the 13 years that I'd been at school only had one interaction (Year 3) throughout that duration. A lot lacking in the education dept."
 - Most children should learn about plants, and their botanical names - I'm sure most kids would love to do that instead of maths, etc
 - There'd be benefits to both the environment, health, education for our children and their future.
 - There are a lot of harmful plants that children need to know about however privet is meant to exacerbate eczema also!
 - It's gonna get big! It's not just what we want - it's the parents (sometimes they're not the best role models but they want it too)....being youth leaders....leading our families....it definitely can get big.
 - Educate the children, they would become passionate about the issue! They could go home, and they could say "Hey we have this privet plant here, Mum or Dad"....spreading the info from their own mouths...

FOCUS GROUPS VARIOUS

- **Tourism Business**
 - *We are a tourism business who strive to be strategic - yet community focussed (when it comes to working in with our local community). We have found that working with the local Iwi, & environmental groups can be a reciprocal relationship. We all love the environment in which we live in (the forest, the sea, the rivers, the mountains, the bush walks, the birds, the unique characteristics that make this place special) - so common sense tells us to work together on issues of priority when threats are apparent. Working with the community has enhanced our business by providing more historical knowledge (both Maori/Pakeha), by increasing our networks (including introducing our clients to other interests in the area), and strategically keeping us informed on a national/global basis of the issues we will face futuristically.*
- **Church Group**
 - *Our aim is to promote Christian faith & values. We have measurable objectives - however the Three main values we want to bring is: Faith, Hope and Love - they are timeless values (the church doesn't own them)...they are Universal values...*
 - *What are the issues facing your organisation in helping the community - and how can we (as churches) help?*
 - *Stats show - 52% of our people have indicated their connection to some sort of christian affiliation - we are represented by almost every denomination - however not a doctrinal forum.*
- **Relationship Managers - Banking Sector**
 - *From our perspective - NRC/DOC should be provide Compliance 'Incentives' NOT Compliance fines!!!*
 - *We work alongside a lot of farmers across the Northland region and would like to encourage them to maintain clean water ways and monitor the quality of the water. However, they are constantly 'fined' by NRC with different policies coming from DOC! It's no wonder they are confused! To prevent runoff, and encourage farmers to 'do their bit' towards enhancing the quality of the water - why don't DOC/NRC/Fonterra get together to 'incentive-ise' farmers (ie: Quality water Awards, trips o/seas for best monitoring plans, to the Farmer that has also got their community involved in other adjoining land blocks, etc).....
Instead, they get fined tens-of-thousands of dollars because of their lack of compliance (ie: polluted water due to non-fencing of waterways, etc.) - then it's a vicious circle whereby they come to us to get their loans to pay of the debt!!! It's crazy - because they will never progress if all they are getting is charged - they need help too!!!*
- **Members of the NDHB**
 - *We believe holistic wellbeing starts with the environment in which we live. Becoming part of an inter-agency initiative that encompasses this philosophy (ie: Mauri ora - every thing has a life force) could make in-roads to the shocking Health statistics (especially Maori) that we work with on a daily basis.*
- **The Kaikohe church leaders forum**
 - *Kaikohe Community Development plan includes: Spiritual Values, Meet monthly, Meet with Police, School Principals, Corrections (Chaplains), Kaumatua/kuia, Health Workers*

Other sources

DOC RELATED

- *We think that this is just another Government agency looking to 'plant the responsibility' on the community! This has been the trend over a long period of time with many agencies. We don't trust that DOC truly wants meaningful engagement because it has been very 'piece meal' over a long period of time.*
- *DOC aren't they only agency that have 'barriers & issues' when it comes to engaging with our people. (ie: NRC, KDC, ARC...a good majority of the councils to as well). We know that staff are scared to engage because of what they've heard out there in our communities, so DOC (and other agencies, including local councils, NRC) have got a lot of work to do in this area (internally).*
- *Some of our whanau, hapu, Iwi have great relationships with (some of) the local DOC staff. However, we believe that the staff in Wellington need to get out of their glass tower and come and meet with the tangata whenua - because they are so close to the political action in Wellington - it seems they tend to forget about Te Taitokerau and our unique needs....so many times have we been seen as the 'poor cousins from the North'....and if you were to research the resources that have been poured into other regions compared to Te Taitokerau - one would tend to find that the phrase 'rings true'....*
- *More agricultural societies need to be involved - therefore DOC has a role to play here.*
- *Too many times have Govt agencies come in to these communities - with no decent consultation - with no meaningful relationships - and make decisions on our behalf! We hope the DOC (and other Govt. agencies) learn from these mistakes and get 'buy in' from the community before jumping in to provide 'quick fixes' that are not sustainable.*
- *Our lot have many-a-issues with DOC & councils....because it really doesn't 'register' with our people when the legislations & policies are quoted & spouted off....it really is a waste of time....providing workshops to understand the legislation and building relationships would be more effective in the long term relationship management planning.*

MAORI

- *We won't necessarily attend the public hui - because we believe DOC should be consulting with us as tangata whenua. The public hui are fine for the general demographic - however, they've missed important components to a true partnership under Te Tiriti o Waitangi....Ko tatau nga TANGATA WHENUA i tenei rohe o Te Taitokerau!*
- *Some of our Iwi have declared that they don't wish to work with, be consulted with, or dictated to (for that matter) - by ANY Govt. agency. When it comes to any Kaitiakitanga-type issues in their rohe - they will PROPOSE to them (ie: whichever Government Agency) what should be done*
- *Our people do understand the environmental issues. However, it's the technical skills that are perceived to be lacking. With workshops or hui (tools) that work through the Cultural Impacts*
- *Assessments - our people's Matauranga is acknowledged. Why? Because they live and breathe what changes have occurred in their rohe and can recall the native species that 'once were' in our streams, rivers, etc. Our people can contribute towards enhancing DOC does scientifically, culturally, spiritually - just to name a few.*
- *Our wananga consist of our kaumatua, kuia, taitamariki, pakeke and other key people who are leaders in their field when it comes to Kaitiakitanga - we walk the land, learn the korero tuku iho (the historical account), we whakawhanaungatanga (become kindred spirits), we learn the biodiversity of the whenua, then talk about what activities we can do together to enhance our whenua.*
- *As a post-settlement entity - we have not had the greatest relationship with DOC. In fact, the negotiations with this particular Govt agency were the worst! It has been a long, hard road coming back from that draining experience and then try to move on to building relationships! I know that other PSGE's have had/are having the same experience. This needs to change if DOC is going to have meaningful relationships with Iwi long-term. We think treaty settlement negotiations (in*

particular 'the impacts of' - with DOC) needs to be researched - and it will soon speak for itself that a lot of work needs to be done in this area.

GETTING INVOLVED

- *We have worked with Dr Gail Tipa over the years to restore our waterways, lakes & streams. She has a heart - not only for the environment but for our people! She has provided us with many experiences with other indigenous peoples who are in the same predicament as us when it comes to the quality of our water. The main lesson learned is that we cannot do this mahi on our own, it needs experts, kaitiaki, Kaiarahi, kaitonotono, local agents, whanau, hapu, Iwi & the community - otherwise it won't be sustainable.*
- *One of the main solutions to mobilising communities is to build the capacity within the identified leaders who are passionate about looking after our environment. This needs resourcing, many levels of support, building networks, and having access to experts, who can transfer knowledge. Send people not money!!!!*
- *Different aspects of Conservation that people see:*
 - *We all have different interests - ie: I am personally interested in the erosion (always at the beach)*
 - *Different skills and interests*
 - *Find other people that share your passion - and bring them together!*
- *You've got to be aware of the products you are using (ie: in the bath, dishwashing liquid, etc) - otherwise you could very well be polluting the soil with all these synthetic products we use these days! Some of us have even gone as far as installing pipelines straight to holding tanks that feed our sprinkler system for our gardens, etc!*
- *Eco-tourism could be a way where Conservation is at the forefront of the hearts and minds of the community before the almighty dollar. There are many models out there globally that have been able to sustain their profit margins without the detriment of destroying their environment.*
- *We know for a fact that each community comes with its own unique characteristics when it comes to our landscapes, environment, our people, etc. Only they (the community) can provide solutions for their own issues - when are we going to take heed to this fact?*
- *Let's start with community gardens within each of our main centres? Growing kai in the main towns, filtering out to other towns. Then, having harvesting festivals, celebrating Matariki, handing out fresh vegetables to families (via food banks within each community). This would provide a positive outcome for all.*
- **CONSULT! CONSULT! CONSULT!**

OTHER ISSUES

- *From our observation (and these are our personal observations) - it's the Beef farming NOT the dairy cattle that love standing in the streams from the many farms we visit across the region.....I've seen dry-stock up to their stomachs, drinking in the waterways....*
- *Dotterills - Real issue in our area*
- *A small group of us save our bath water (only from the domestic water outlets). This water serves well to water our gardens (including vege garden/orchard). Of course,*
- *A lot of people where they are committed to the cause - they all have different roles, different walks of life*

Appendix 7: SURVEY STATISTICS

Appendix 8: ONLINE SURVEY REPORTS

Appendix 9: SURVEY TEMPLATES

ELECTRONIC DATA (on memory stick)

The following is stored on the memory stick:

Data

- Raw Online Data Condensed (MS Excel)
- Raw Online Data Expanded (MS Excel)
- Raw Offline Data Themes (MS Excel)
- Raw Offline Data by Location (Handwritten)

Photos

- Photos from DOC Website
- Photos taken during the survey

Presentations

- Presentation used in Public Hui

Reports

- Original Proposal
- DOC Brief
- Progress report (MS Word)
- Final Report (MS Word)

Videos (Not for publication)

- A few clips of people presenting at the Kaitaia Hui