

## Regional Leadership Committee 21 February 2024



Meeting will be held in the Waitaki District Council Chamber, 20 Thames Street, Oamaru.

[ORC Official YouTube Livestream](#)

### Members:

Cr Michael Laws (Co-Chair)  
Cr Bryan Scott (Co-Chair)  
Cr Elliot Weir (Co-Chair)  
Cr Alexa Forbes  
Cr Gary Kelliher  
Mr Hoani Langsbury  
Cr Lloyd McCall  
Cr Kevin Malcolm  
Cr Tim Mepham  
Cr Andrew Noone  
Cr Gretchen Robertson  
Cr Alan Somerville  
Cr Kate Wilson

Senior Officer: Richard Saunders, Chief Executive  
Meeting Support: Trudi McLaren, Governance Support Officer

21 February 2024 10:30 AM

### Agenda Topic

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1. WELCOME

2. APOLOGIES

Apology received from Mr Hoani Langsbury.

3. PUBLIC FORUM

No requests were received to speak at Public Forum.

4. CONFIRMATION OF AGENDA

Note: Any additions must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

5. DECLARATION OF INTERESTS

Members are reminded of the need to stand aside from decision-making when a conflict arises between their role as an elected representative and any private or other external interest they might have. [ORC Councillor interests](#) are published on the website.

6. CONFIRMATION OF MINUTES

That the minutes of the (public portion of the) Regional Leadership Committee meeting held on 8 November 2023 be received and confirmed as a true and accurate record.

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7.	OPEN ACTIONS FROM RESOLUTIONS OF THE COMMITTEE	
	There were no open actions from resolutions of the Committee to be noted.	
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	To update the Committee on activities of the Regulatory Group between 1 July 2023 and 31 December 2023.	
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	This paper provides an update on implementation activities related to the Freshwater Farm Plan (FWFP) rollout in Otago.	
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8.3	<a href="#">OTAGO REGIONAL COUNCIL COMMUNITY SURVEY RESULTS 2023</a>	57
	This report presents the results of the Otago Regional Council (ORC) Community Survey 2023.	
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9.	CLOSURE	



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## Regional Leadership Committee MINUTES

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**Minutes of an ordinary meeting of the Regional Leadership Committee held in the Council Chamber, Level 2 Philip Laing House, 144 Rattray Street, Dunedin on Wednesday 8 November 2023, commencing at 2:30 PM.**

**PRESENT**

<b>Cr Elliot Weir</b>	<b><i>(Co-Chairperson)</i></b>
Cr Bryan Scott	<i>(Co-Chairperson)</i>
Cr Michael Laws	<i>(Co-Chairperson)</i>
Cr Alexa Forbes	
Cr Gary Kelliher	
Mr Hoani Langsbury	
Cr Kevin Malcolm	
Cr Lloyd McCall	
Cr Tim Mephram (online, from 3.04pm)	
Cr Andrew Noone	
Cr Gretchen Robertson	
Cr Alan Somerville	
Cr Kate Wilson	

## 1. WELCOME

Chairperson Weir welcomed Councillors, Mr Hoani Langsbury, members of the public and staff to the meeting at 2:30 pm and opened the meeting with a karakia. Staff present included Richard Saunders, (Chief Executive), Nick Donnelly (GM Corporate Services), Anita Dawe (GM Policy and Science), Joanna Gilroy (Acting GM Regulatory), Gavin Palmer (GM Operations), Amanda Vercoe (GM Governance, Culture and Customer), Trudi McLaren (Governance Support).

## 2. APOLOGIES

No apologies were received prior to the meeting.

## 3. CONFIRMATION OF AGENDA

The agenda was confirmed as published.

## 4. DECLARATIONS OF INTERESTS

No changes to Councillor Declarations of Interests were noted.

Cr Noone declared a conflict of interest for item 7.2 Intensive winter grazing summary report and advised he would leave the Council Chamber for that paper.

## 5. CONFIRMATION OF MINUTES

**Resolution: Cr Somerville Moved, Mr Langsbury Seconded**

*That the minutes of the (public portion of the) Council meeting held on 20 September 2023 be received and confirmed as a true and accurate record.*

**MOTION CARRIED**

## 6. OPEN ACTIONS FROM RESOLUTIONS OF THE COMMITTEE

There were no open actions from resolutions of the Committee to be reviewed.

## 7. MATTERS FOR CONSIDERATION

### 7.1. Regulatory Quarterly Report

The purpose of this paper was to update the Committee on activities of the Regulatory Group between 1 July 2023 and 30 September 2023. Joanna Gilroy (Acting GM Regulatory), Alexandra King (Acting Consents Manager), Steve Rushbrook (Harbourmaster), Simon Wilson (Manager Regulatory Data and Systems) and Tami Sargeant (Compliance Manager) were all present to speak to the paper and answer questions.

Cr Laws left the meeting at 2.40pm.

**Resolution RLC23-112: Cr Weir Moved, Cr Kelliher Seconded**

*That the Regional Leadership Committee:*

1. **Notes the Quarterly Update Report from the Regulatory Group.**

**MOTION CARRIED**

**7.2. Intensive Winter Grazing Summer Report**  
This paper provided a grazing consent activity for intensive winter grazing (IWG) and Otago Regional Council's (ORC) compliance approach to monitoring IWG practices in Otago for the 2023 winter season. Joanna Gilroy (Acting GM Regulatory), Alexandra King (Acting Consents Manager) and Tami Sargeant (Manager Compliance) were present to speak to the paper and answer questions.

Cr Kelliher left the meeting at 2.43pm and returned at 2.45pm.

Cr Noone left the meeting at 2.44pm for the duration of the item due to a conflict of interest.

Cr Laws returned to the meeting at 2.45pm

Following questions from Councillors, staff were thanked for their work on this paper.

**Resolution RLC23-113: Cr Malcolm Moved, Cr McCall Seconded**

*That the Committee:*

1. **Notes** this report on Intensive Winter Grazing.

**MOTION CARRIED**

**7.3. Farm Plan Implementation Update**

The purpose of this paper was to provide an update on implementation activities related to the Freshwater Farm Plan (FWFP) rollout in Otago.

Cr Mepham arrived (online) at 3.04pm

Joanna Gilroy (Acting GM Regulatory) and Libby Caldwell (Manager Environmental Implementation) were present to speak to the paper and answer questions. Following questions from Councillors and discussion, staff were thanked for their start on this work.

**Resolution RLC23-114: Cr Malcolm Moved, Cr McCall Seconded**

*That the Regional Leadership Committee:*

1. **Notes** this report.

**MOTION CARRIED**

**8. CLOSURE**

There was no further business and Chairperson Weir declared the meeting closed with a karakia at 3.57pm.

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Date

## 8.1. Regulatory Quarterly Report

<b>Prepared for:</b>	Regional Leadership Committee
<b>Report No.</b>	REG2401
<b>Activity:</b>	Regulatory Quarterly Update
<b>Author:</b>	Alexandra King, Acting Consents Manager; Steve Rushbrook, Harbourmaster; Simon Wilson, Manager Regulatory Data and Systems and Tami Sargeant, Manager Compliance
<b>Endorsed by:</b>	Joanna Gilroy, Acting GM Regulatory
<b>Date:</b>	21 February 2023

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### PURPOSE

- [1] To update the Committee on activities of the Regulatory Group between 1 July 2023 and 31 December 2023.

### EXECUTIVE SUMMARY

- [2] This report summarises the activity of the Regulatory Group which includes Consents, Compliance, Harbourmaster and the Regulatory Data and Systems teams.

### RECOMMENDATION

*That the Regional Leadership Committee:*

- 1) **Notes** the Quarterly Update Report from the Regulatory Group.

### DISCUSSION

- [3] The following report provides a summary of the activity of each team within the Regulatory Group.
- [4] Attachment 1 contains statistics on Regulatory Group activity for the period 1 July 2023 to 31 December 2023.

### CONSENTS

#### Consent Processing

- [5] From 1 October 2023 to 31 December 2023, 165 applications were received, compared to 234 at the same time in the previous year. This shows slightly lower workload for the team. This decrease is due to less intensive winter grazing consents being applied for in comparison to this time last year.
- [6] Decisions were made on 371 individual consents (cumulative total) in the reporting period. For context, by the same time in the previous year decisions were made on 492 individual consents.
- [7] Map 1 in the Appendix shows the spread of consents granted for the period 1 July 2023 to 31 December 2023 throughout Otago. Of note are the surface water takes in the Manuherekia catchment which aligns with the staged approach to deemed permit replacements. There has also been a number of discharges to land permits granted

throughout Otago shown in Map 1, which will be a combination of wastewater and then animal effluent consents

- [8] 100% of consents processed in the reporting period were within timeframes. Not only does this ensure Council complies with the timeframes specified in the Resource Management Act 1991, it also means that the team remains on track to meet their service delivery target as set out in the Annual Plan. Timeframe extensions were used in this period in most cases to enable the applicant to review the proposed conditions.
- [9] Applications for consents for surface water takes, bores, general land use activities and discharges to land were the main types of consents processed by the team during the reporting period.
- [10] Consent processing is predominantly undertaken by internal staff. Consultants are only used on an as required basis and still account for less than 10% of workload processing. This is generally for applications for large scale or long-term projects and where Council is the applicant.
- [11] One application was publicly notified in September 2023. This related to a boat shed in Taieri Mouth. Submissions on this have closed and the application is on hold. Two applications were limited notified which related to a gravel take in Glenorchy and consents relating to work for a ski lift in Cardona.
- [12] A summary of consents statistics is included in Figures 1 to 6 of Attachment 1.

**Deemed Permit Replacements**

- [13] Deemed Permits and many water permits to take and use water in the region expired on 1 October 2021. Most of these permits are in Central Otago (including the Taieri catchment) and Queenstown Lakes Districts. Replacement applications for these permits were primarily lodged in 2020 and 2021.
- [14] Staff have been working collaboratively with consultants and applicants to process deemed permit related applications. Great progress has been made by all parties, with decisions made on 144 applications from 1 July 2021 to 31 December 2023. The status of the remaining 7 applications is shown in Table 1 below:

Table 1: Status of consent applications for deemed permit replacements:

Status	Number of applications
Awaiting amendment to be lodged	2 (joint applicant) – ½ was lodged end of last year second ½ due January
With applicant – resolving outstanding issues	3
Awaiting decision	2

- [15] Table 2 shows the decisions that have been made since July 2021 for deemed/water permit replacements.

Table 2: Number of consent decisions related to deemed permit replacements.

Month	Number of deemed permit and surface water replacement decisions on applications lodged pre-1 October 2021	Number of decisions on surface water permit replacement applications lodged post-1 October 2021	Total decisions
July 2021	0	0	0
August 2021	4	0	4
September 2021	6	2	8
October 2021	4	0	4
November 2021	3	0	3
December 2021	0	1	1
January 2022	2	1	3
February 2022	4	1	5
March 2022	7	1	8
April 2022	3	0	3
May 2022	3	1	4
June 2022	1	0	1
July 2022	13	0	13
August 2022	10	0	10
September 2022	6	2	8
October 2022	4	2	6
November 2022	5	1	6
December 2022	8	1	9
January 2023	5	2	7
February 2023	6	3	9
March 2023	0	1	1
April 2023	0	6	0
May 2023	5	4	9
June 2023	0	1	1
July 2023	0	0	0
August 2023	2	1	3
September 2023	2	2	4
October 2023	1	2	3
November 2023	0	2	2
December 2023	1	0	1
<b>Total</b>	<b>105</b>	<b>39</b>	<b>144</b>

#### Appeals, objections, and reviews

[16] No appeals or objections on consent decisions were received during the reporting period.

[17] One formal cost objection was received under Section 357B of the RMA in the reporting period. This relates to an earthworks consent application, and this has now been resolved. Clearly communicating costs and being able to invoice as quickly as possible



post a decision on an application remains a focus for the team. This includes working with Council's Finance team on invoicing.

[18] There are currently no reviews being processed.

#### **Public Enquiries**

[19] Responding to public enquiries remains a significant part of the workload of the Consents Team. Between 1 October 2023 to 31 December 2023, 543 enquires were received and responded to, with a peak of 237 in November. Most enquiries are resolved within two days of being received, with the remaining generally within the three to seven days. Information on these enquiries can be seen in Attachment 1. The large number of public enquiries responded to demonstrate the value of this service provided by ORC.

[20] Requests for copies of documents, as well as information about discharges to land, farming activities and consent process enquiry are the most common enquiry types. The main method for requests is email.

[21] The Public Enquiries team have been responding to requests for comments on applications that are seeking to use the 'Fast Track' process provided by the COVID-19 Recovery (Fast-Track Consenting). Proposals in Otago under this process (run by the EPA) that progressed in the reporting period included:

- a) New Dunedin Hospital - Whakatuputupu Stage 4 Bow Lane Ancillary
- b) Flint's Park (Stage 1)
- c) New Dunedin Hospital Inpatient Building – Stage 3.
- d) Workers Accommodation Hansen Road

[22] To enhance the public enquiries service, as well as the other projects reported to date staff have led, are working on or finalised:

- a) Dairy NZ Dairy South Otago Effluent Tour Field Days coming up in February
- b) Spoke to industry professionals about effluent consents in Clinton
- c) Attended site visit to Great Moss Swamp with landowners, Tiaki Maniototo and QE2 and presented how consents tie into the proposed fencing project
- d) Planning for Wanaka A&P Show in March
- e) Reviewing consents webpages for Council's website review project
- f) Working on the proposed Land and Water Plan Implementation project group
- g) A factsheet on water take rules and added this to the website
- h) Updated dairy effluent factsheets
- i) Facebook post advising Intensive Winter Grazing consent holders on the process for submitting their 2024 grazing plans
- j) Removal of any National Built and Environment Act updates both to website, application forms, emails to key stakeholders and consultants.

[23] All the above projects help us deliver an improved customer experience for users of the consent or public enquiries services. This work is balanced against chargeable work and is completed within an existing work programme.

## **COMPLIANCE MONITORING AND ENFORCEMENT**

### **Performance Monitoring**

- [24] Performance monitoring returns include all information Consent Holders are required to submit by conditions in their resource consents. This includes photographs of work, water meter returns, complex annual reports, and management plans. Some consents require multiple submissions of performance monitoring per year, for example monthly water quality results, while others have no performance monitoring requirements. The grading of performance monitoring tends to be faster than a full audit and is used to help the Compliance Team prioritise which consents require audits.
- [25] In the period from 1 July 2023 to 31 December 2024, the Regulatory Data and Systems and Compliance teams graded 3,805 performance monitoring returns against a target of 2,700. This is down on the 4,414 returns graded in the same period last financial year. The volume of work completed is down partly because the team was carrying a vacancy, which has now been filled, and partly because the numbers reached in 2022/23 were well above normal levels. For comparison 3,271 PM returns were graded in Q1 and Q2 of 2021/22 in the same period of 2020/21 that number was 2,730 returns.
- [26] A summary of performance monitoring data for 2023/24 is set out in Figures 7 and 8 of Attachment 1. The geographic spread of monitoring can be seen in Map 4 of Attachment 1.

### **ORC compliance audits and inspections**

- [27] In the 2023/24 year to date, 671 on site audits and inspections were completed. The inspections relate to 487 consent audits, 148 dairy inspections and 36 forestry inspections. This is 134% of the planned compliance audits or field inspections programmed for the 2023/24 year.
- [28] A summary of the compliance field visits and inspections undertaken in 2023/24 year to date compared with the 2022/23 year and Annual Plan target is set out in Figures 9 and 10 of Attachment 1.

### **RMA consent audits**

- [29] In the 2023/24 year to date, 487 on site consent audits have been completed. Compliance with consent conditions can be considered high, with most consents being considered either fully compliant (186 consents), or low risk non-compliance (142 consents). Consents are graded as low risk non-compliance when there is a likely low risk of adverse environmental effects or is technical in nature (e.g., failure to submit a monitoring report).
- [30] All consent audits graded with moderate non-compliances (76 consents) and significant non-compliances (35 consents) have been followed up by staff and either appropriate action has been taken in line with the RMA Compliance and Enforcement Policy, or investigations are continuing. Formal enforcement action taken in relation to consent non-compliance in the 2023/24 year to date includes 20 abatement notices, 14 infringement notices and three formal warnings.

- [31] Map 3 of Attachment 1 shows the spread of consents that have been audited throughout Otago. A summary of RMA consent audit data in the 2023/24 year is set out in Figures 11 and 12 of Attachment 1.

#### **Dairy Programme**

- [32] The 2023/24 Dairy Inspection Compliance Project commenced in October 2023, and year to date compliance staff have completed 148 dairy inspections. The high-risk farms are being prioritised for inspection early in the season.
- [33] Overall compliance is high with 90 farms graded fully compliant and 49 farms graded low risk non-compliance. Four farms were graded moderately non-compliant and four farms were graded significant non-compliance. Reasons for non-compliance related to unconsented effluent storage, offal pit and farm landfill mixing, setbacks, and silage leachate discharges. These matters are being followed up by staff and either appropriate action has been taken, or investigations are continuing.
- [34] The 2023/24 dairy project monitors compliance with animal effluent systems and discharges, and farm waste streams (offal pits, farm landfills). There has also been a focus on providing awareness and engaging with farmers on the requirements for animal effluent storage and discharge consents, and understanding when consents might be required.
- [35] A summary of 2023/23 dairy inspection data is set out in Figure 13 of Attachment 1.

#### **Commercial Forestry**

- [36] In the 2023/24 year to date, ORC received 72 forestry notifications and 26 management plans. Most of the forestry notifications related to afforestation. A compliance risk assessment is undertaken on forestry management plans, and on-site inspections are undertaken where appropriate to check compliance on-the-ground. Compliance staff have undertaken 36 forestry inspections in the 2023/24 year to date.
- [37] Overall compliance is high, with 22 forestry sites graded fully compliant and 12 forestry sites graded low-risk non-compliance. One forestry site was graded moderate non-compliant, and one forestry site was graded significant non-compliant. Reasons for non-compliance related to limited sediment controls, slash left within flow paths and disturbing the bed of a waterway. These matters were followed up by staff and corrective actions were made by the forestry operators.
- [38] Compliance staff actively engage with the forestry sector to encourage best practice in forestry management. This includes regular correspondence and information on forestry rules and participating in a Southern Forestry Environmental Working Group. ORC is hosting the next working group meeting in Dunedin in February 2024.
- [39] A summary of 2023/24 forestry notifications and inspections data is set out in Figures 14 and 15 of Attachment 1.
- [40] Central Government replaced the National Environmental Standard for Plantation Forestry with the National Environmental Standards for Commercial Forestry (NES-CF), with most of the regulations commencing from 3 November 2023. The NES-CF manages

the environmental effects of plantation forestry and exotic continuous-cover forestry (sometimes called carbon forestry). ORC compliance staff are working with the forestry sector and MPI (Ministry for Primary Industries) to implement the changes.

#### **Environmental pollution incidents**

- [41] In the 2023/24 year to date, 689 service requests were received on the pollution response hotline, resulting in 610 incidents being generated. This is down from 742 service requests in the same reporting period in the 2022/23 year. The most common reasons for requests related to water pollution (364), outdoor burning (263), and odour (159).
- [42] The 24/7 pollution response service was maintained throughout the Christmas/New Years closedown period. Compliance staff responded to 20 pollution incidents, including wastewater discharges, odour complaints, outdoor burning, vehicle in a waterway, and a sunken boat in Lake Wānaka.
- [43] Map 5 of Attachment 1 shows pollution incidents have occurred throughout the Otago region. Geographically, the spread of incidents across the districts is as follows: Central Otago (8%), Clutha (12%), Dunedin (44%), Queenstown Lakes (24%) and Waitaki (13%).
- [44] The majority, (60%) of the pollution incidents required a field inspection to assess compliance and investigate, and 40% of the pollution incidents were assessed and resolved through desktop analysis.
- [45] Further details on pollution incidents and responses in the 2023/24 year to date, can be found in Figures 16 and 17 of Attachment 1.

#### **Investigations and enforcement action**

- [46] In the 2023/24 year to date, ORC issued 61 formal enforcement actions, including 25 infringement notices, 26 abatement notices, and 10 formal warnings.
- [47] Map 6 of Attachment 1 indicates the location of the incidents related to the formal enforcement action. It should be noted that some incidents resulted in multiple enforcement actions. For example, issuing multiple infringement notices to multiple parties; and issuing an abatement notice and infringement notice for the same incident.
- [48] In the 2023/24 year to date, ORC issued 25 infringement notices. 23 infringement notices were paid within time limits and two infringement notice has been withdrawn after reviewing additional evidence provided by the alleged offender. Geographically the spread of infringement notices across the districts is as follows: Central Otago (2), Clutha (3), Dunedin (8), Queenstown Lakes (10) and Waitaki (2).
- [49] In the 2023/24 year to date, ORC issued 26 abatement notices. Geographically the spread of abatement notices across the districts is as follows: Central Otago (3), Clutha (10), Dunedin (3), Queenstown Lakes (5) and Waitaki (5).
- [50] Nine abatement notices have been cancelled due to compliance being met. ORC staff continue to monitor compliance with the conditions of abatement notices, and work with the parties to achieve compliance and improved environmental outcomes.

- [51] The most common RMA breaches that led to formal enforcement action in the reporting period related to alteration or disturbance of waterways (section 13), contaminant discharges to water (section 15(1)(a)), contaminant discharges to land when it may enter water (section 15(1)(b)), and contravention of abatement notice (section 338).
- [52] In the reporting period, formal enforcement actions were taken against 20 companies, seven individuals, five territorial authorities, four trusts, and one corporate body. Some parties received multiple enforcement actions for the same incident (e.g., infringement notice and abatement notice, and some parties were involved in multiple incidents).
- [53] No new prosecutions have been authorised in the 2023/24 year to date. ORC has made an application to the High Court to get two companies reinstated on the NZ companies register. There are three current matters at various stages in the Court proceedings process.
- [54] A summary of formal enforcement action in the year to date can be found in Figures 18 and 19 of Attachment 1.

#### **Compliance engagement and education activities**

- [55] To support and enable compliance, ORC compliance staff work proactively with landowners, consent holders, and the community to engage on compliance matters and educate on good practices.
- [56] Some of the engagement and education activities that have been undertaken by the Compliance team since the last Regulatory Update report include:
- a) Proactive communications advising farmers of potential impacts of a dry weather summer and its effects on farm operations, soil moisture, and water supplies; and reminding consent holders of low flow consent conditions.
  - b) Social media campaign promoting the Pollution Hotline, including summarising the Pollution hotline stats for the 2023 calendar year.
  - c) Media release in November reminding Otago residents not to burn toxic items, following several outdoor burning incidents where prohibited items were being burned.
  - d) Radio advertising campaign on good outdoor burning practices.
  - e) Attending Water Plan drop-in sessions throughout Otago.
  - f) Proactive communications advising intensive winter grazing consent holders on the process for submitting their 2024 grazing plans.
  - g) Advertising the continued 24/7 pollution response service throughout the Christmas/New Year period.
  - h) Planning, in collaboration with International Erosion Control Association Australasia, an Earthworks Field Day in Queenstown on 10 April 2024.
  - i) Sending out educational letters to alleged offenders in relation to domestic chimney and outdoor burning complaints.

## **HARBOURMASTER**

### **Major Incidents**

- [57] ORC's long -term plan metrics include a requirement for major incidents to be reported to Council. This incident reporting is included as part of the quarterly update reports. Major incidents can be considered incidents which have the potential to result in one or more of the following:
- a) Significant adverse effects to the environment.
  - b) Pose significant risks to health and safety; and
  - c) Significant navigational safety issues.
- [58] There are no major incidents to report for this period.
- [59] The National Oil Spill conference was held in Dunedin in November and the Harbourmaster team attended both days.
- [60] The Harbourmaster team have been on the water at Lake Dunstan in the lead up to the holiday period and for 5 days over the new year holiday period. We carried out 70 interactions on the water and 80 at the boat ramps. We were also well placed to respond to several small incidents relating to pollution and the sinking of a vessel.
- [61] Vessel and crew support for the Coastal science team and NIWA was provided during January with more to come in the next few months.
- [62] Media campaign has been in full flow through this period, with great output into TV, Radio and social media. Lots of positive feedback received. The Harbourmaster Facebook page continues to grow from strength to strength and is providing a great avenue for specific boating information sharing.
- [63] The Harbourmaster Team attended the Brighton Gala Day in January. Some 10k plus people in attendance. A busy day and lots of interactions with the public.
- [64] In conjunction with both DCC and Port Otago, staff will be laying 3 x wave monitoring buoys, one at Taiaroa Heads, one off St Clair and one off Taieri Mouth. All with the intention to share live wave height data across those areas.
- [65] We continue to support the environmental monitoring team with sampling and buoy maintenance on Lake Wakatipu, Lake Wānaka, Lake Hawea, Lake Hayes, and Lake Dunstan.

### **OPTIONS**

- [66] As this is a report for noting there are no options.

### **CONSIDERATIONS**

#### **Policy Considerations**

- [67] There are no policy considerations.

**Financial Considerations**

[68] There are no financial considerations.

**Significance and Engagement**

[69] As this is a report for noting consideration of the Significance and Engagement Policy is not required.

**Legislative and Risk Considerations**

[70] A number of legislative requirements govern the activities of the Regulatory Group.

[71] There are a number of legal and reputational risks associated with the delivery of ORC's regulatory functions.

**Climate Change Considerations**

[72] There are no climate change considerations associated with this report.

**Communications Considerations**

[73] Communication with the Otago community occurs on a regular basis to educate and inform people on regulatory matters. This includes a quarterly regulatory newsletter which is aimed at informing RMA professionals on technical matters and relevant updates.

**NEXT STEPS**

[74] Regulatory activity will continue and will be reported quarterly to the Regional Leadership Committee.

**ATTACHMENTS**

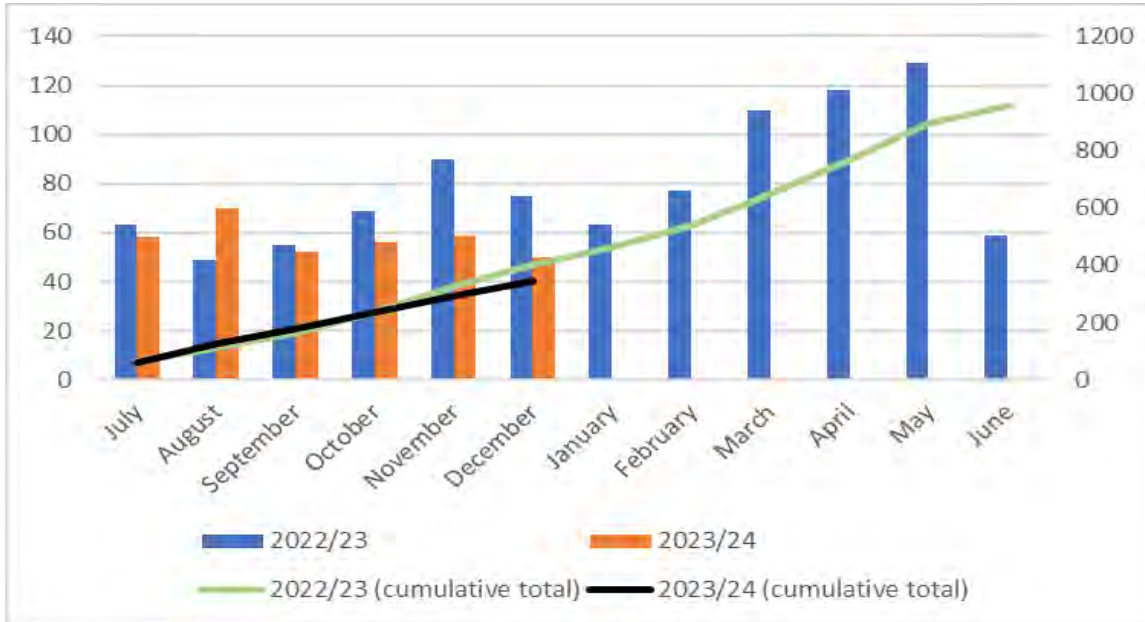
**1. Attachment 1 July 2023 to 31 December 2023**

1. Attachment 1 July 2023 to 31 December 2023 [8.1.1 - 17 pages]

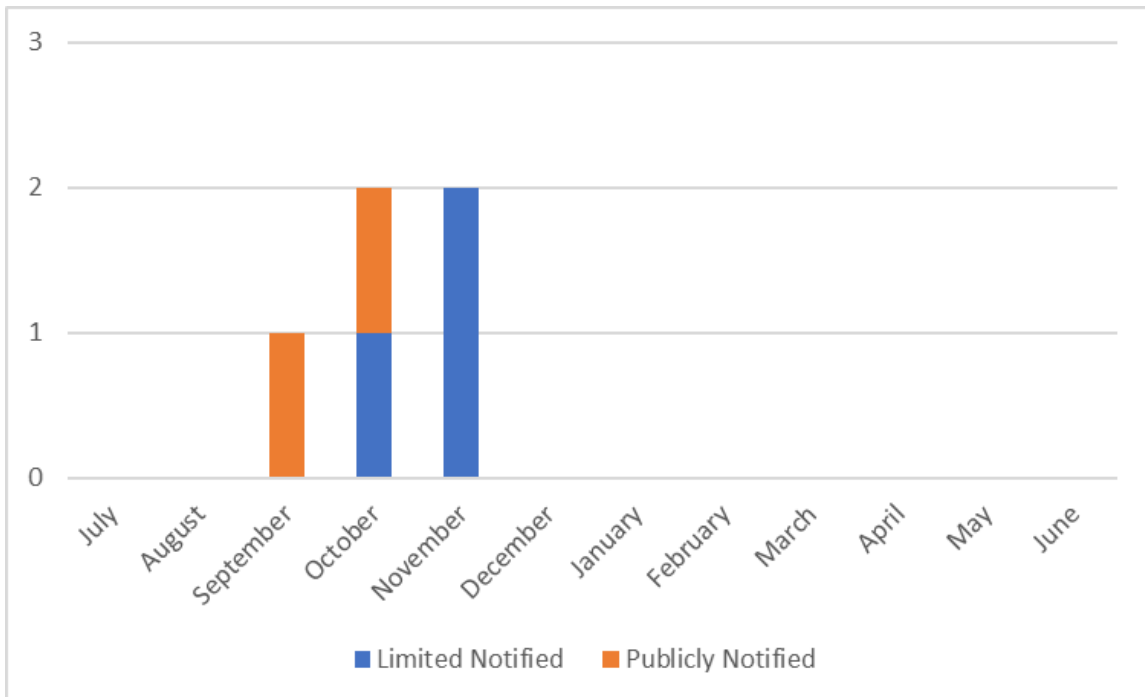
**Attachment 1: REGULATORY REPORT FOR THE PERIOD 1 JULY 2022 TO 30 June 2023**

**Consents**

**Figure 1: Resource Consent Applications Received**



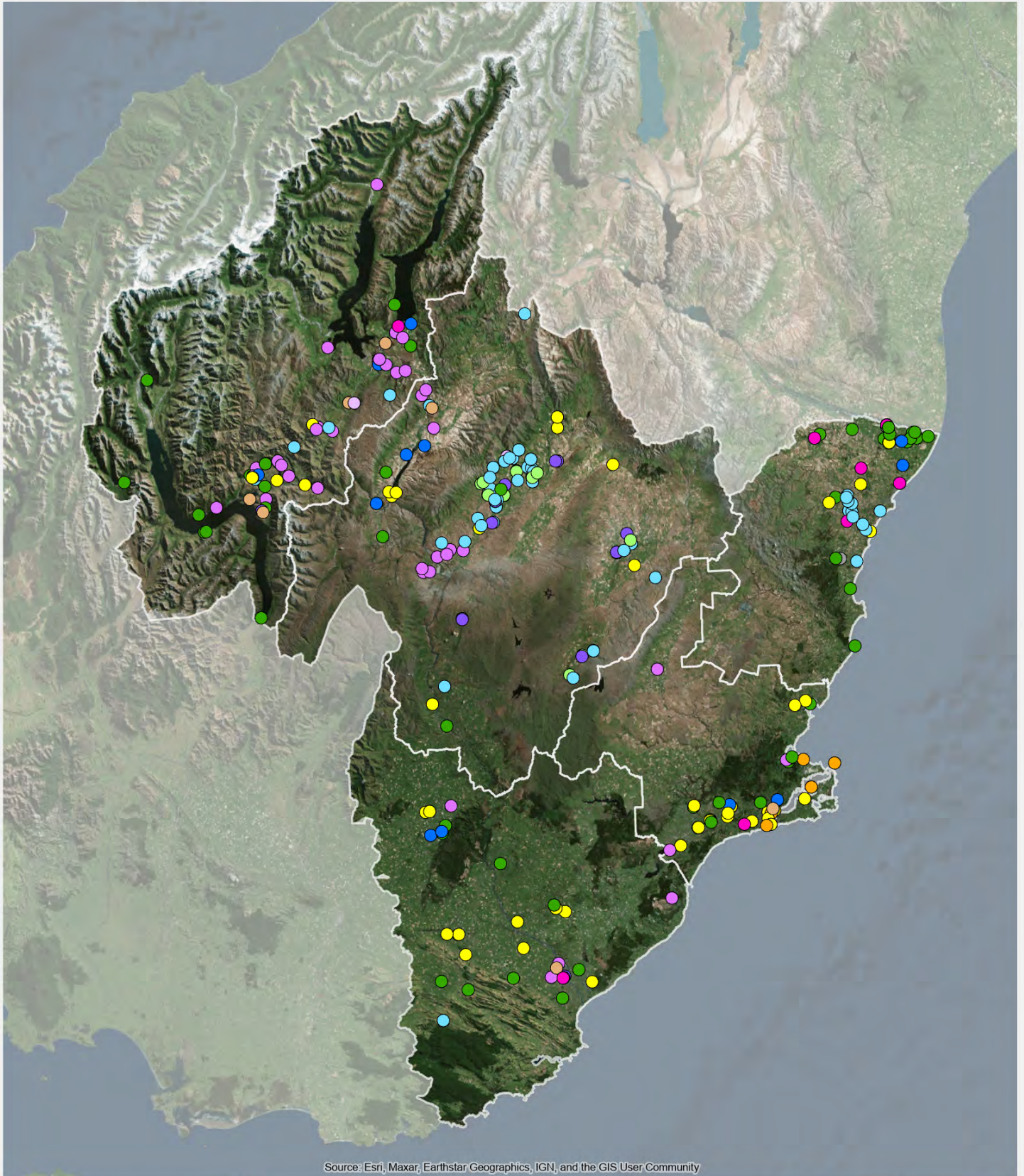
**Figure 2: Notified Applications**





# Map 1 – Consents Issued

From 1 July 2023 to 31 December 2023



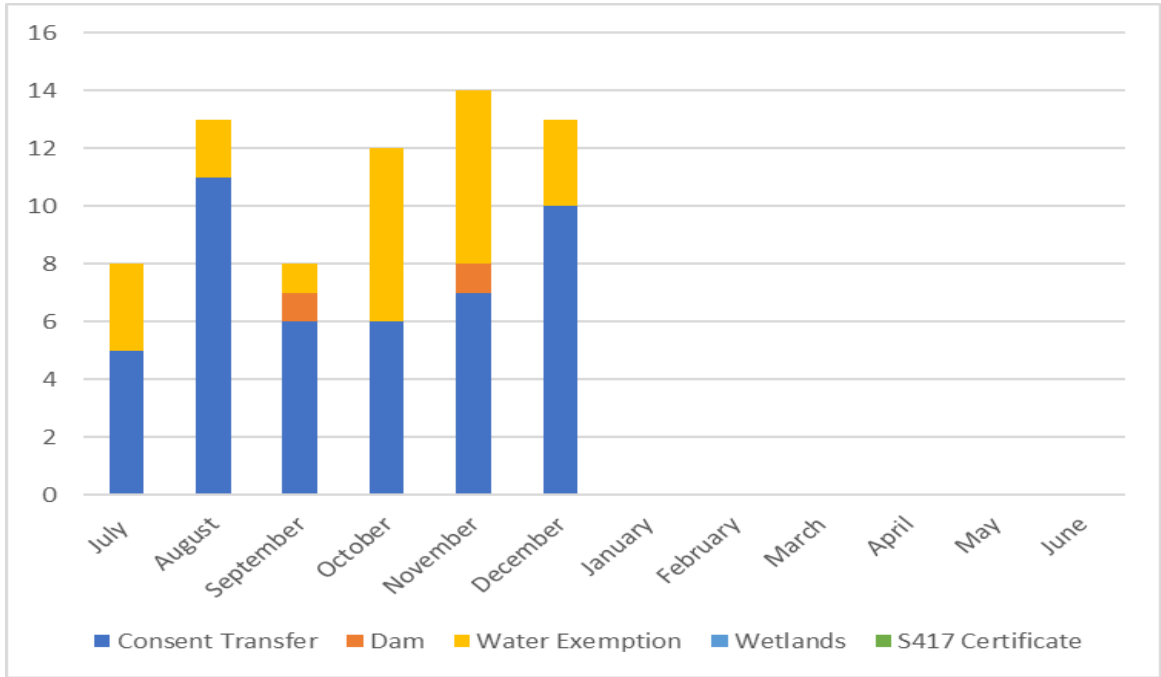
Source: Esri, Maxar, Earthstar Geographics, IGN, and the GIS User Community

- |  |   |   |
|--|---|---|
| <span style="color: purple;">●</span> Bore Construction Consent (41) | <span style="color: magenta;">●</span> Discharge to Air Permit (11) | <span style="color: red;">●</span> Effluent Storage Consent (2)         |
| <span style="color: orange;">●</span> CMA Use Permit (10)            | <span style="color: green;">●</span> Discharge to Land Permit (80)  | <span style="color: grey;">●</span> Gravel Extraction Consent (1)       |
| <span style="color: cyan;">●</span> Coastal Discharge Permit (1)     | <span style="color: blue;">●</span> Discharge to Water Permit (17)  | <span style="color: blue;">●</span> Groundwater Take Permit (18)        |
| <span style="color: olive;">●</span> Coastal Water Permit (2)        | <span style="color: pink;">●</span> Divert Water Permit (5)         | <span style="color: yellow;">●</span> Land Use Consent (71)             |
| <span style="color: lightgreen;">●</span> Dam Water Permit (19)      | <span style="color: brown;">●</span> Earthworks Consent (17)        | <span style="color: lightblue;">●</span> Surface Water Take Permit (61) |

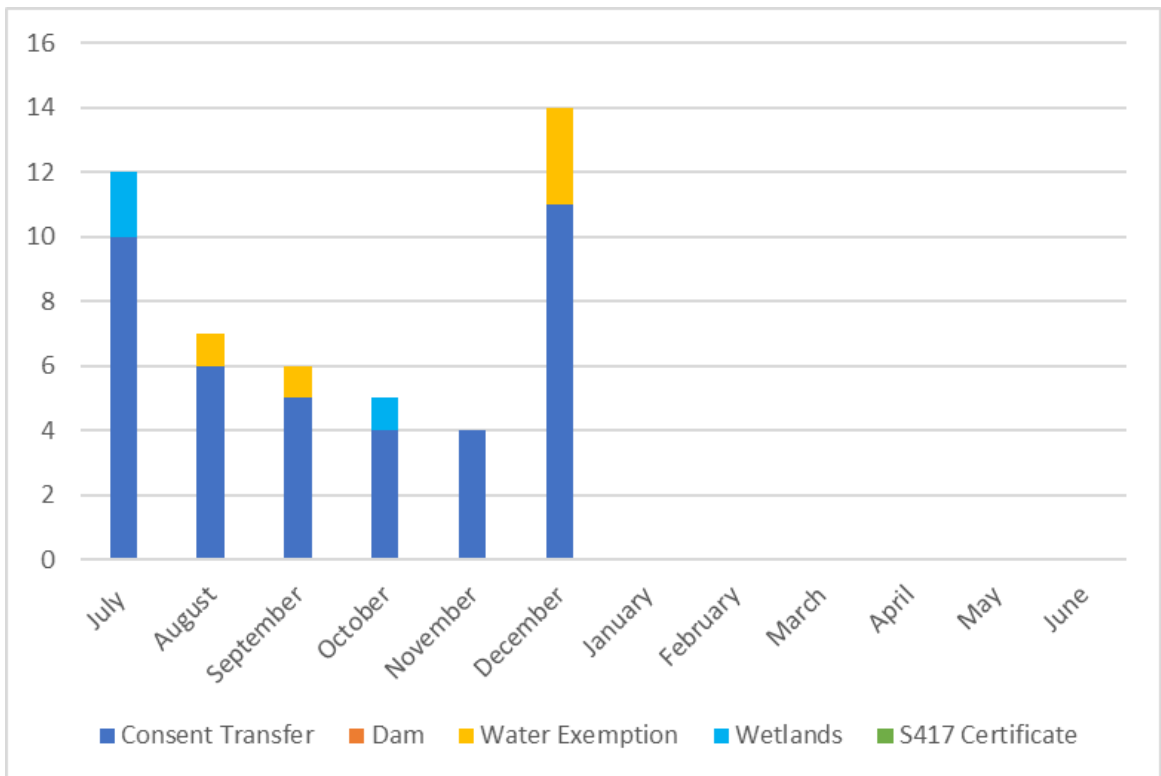


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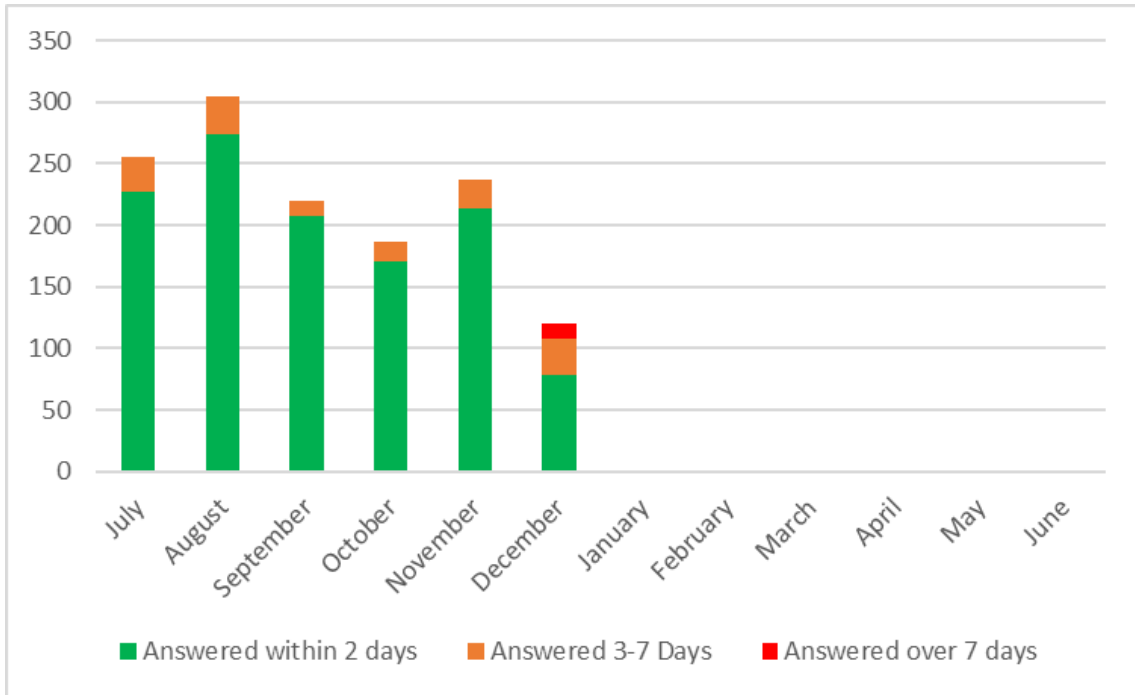
**Figure 3: Other Applications Received**



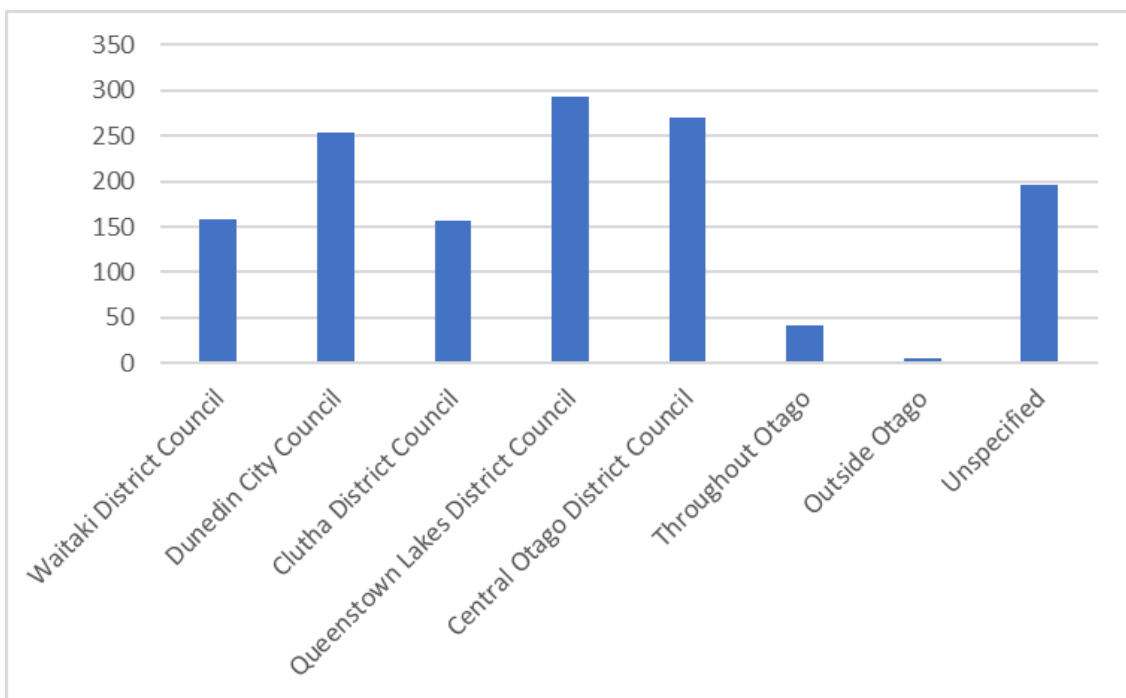
**Figure 4: Other Applications Processed**



**Figure 5 Consent Enquiry Response Times**



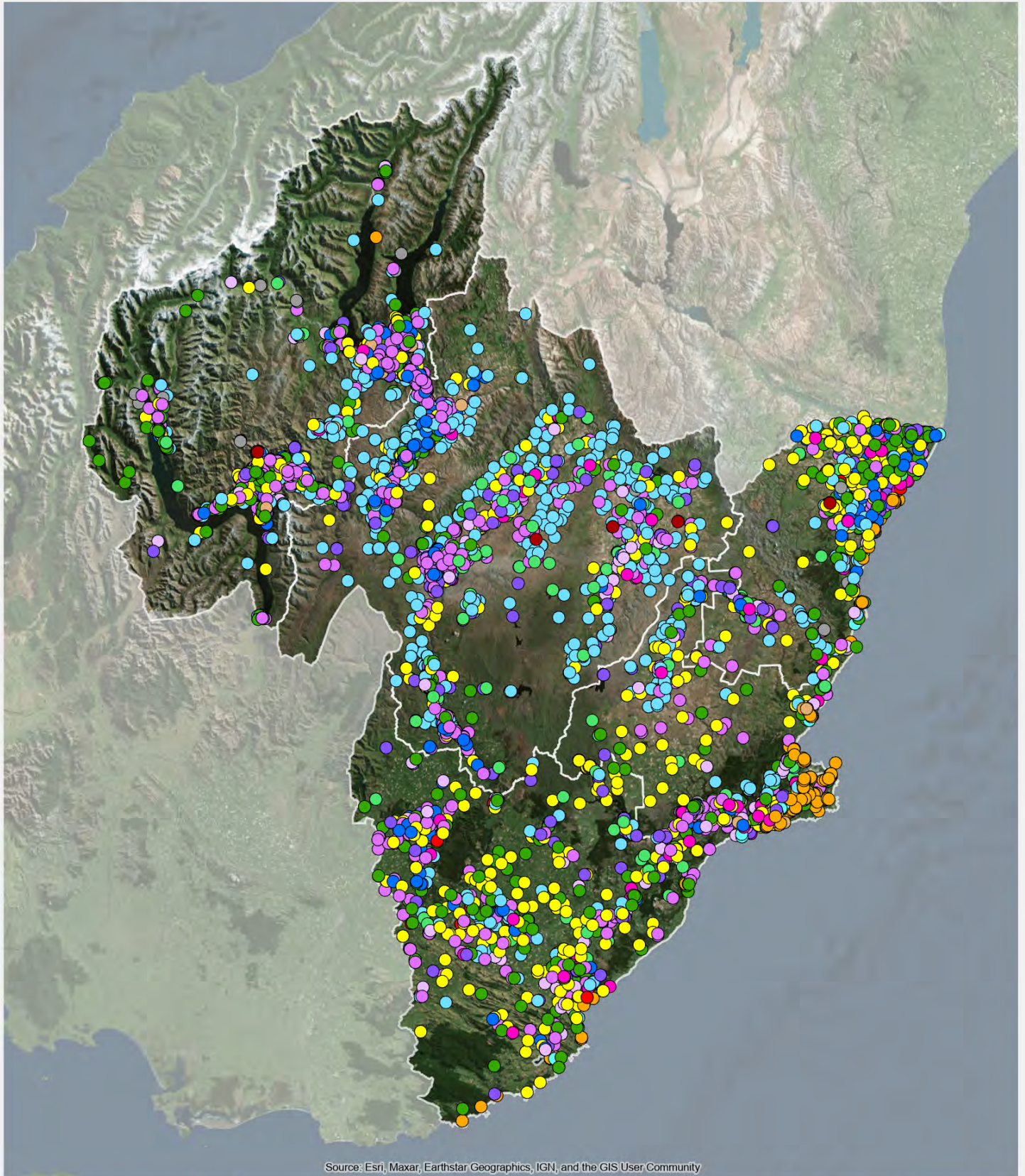
**Figure 6: Consent Enquiries by Location**





# Map 2 – Current Consents

16/01/2024



Source: Esri, Maxar, Earthstar Geographics, IGN, and the GIS User Community

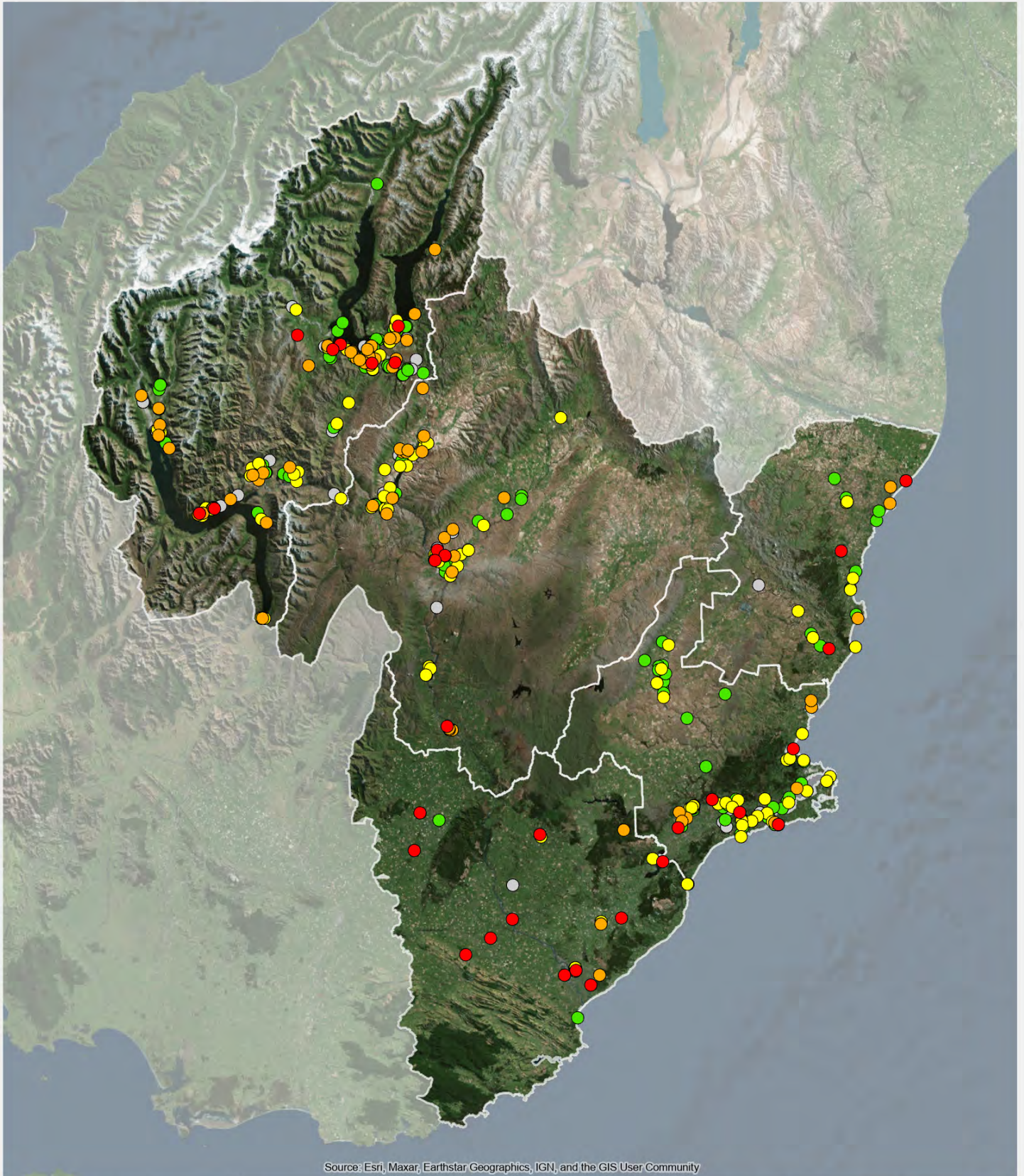
- |  |  |   |   |
|--|--|---|---|
| <span style="color: purple;">●</span> Bore Construction Consent (1119) | <span style="color: red;">●</span> Dam Building Permit (24)          | <span style="color: blue;">●</span> Discharge to Water Permit (439) | <span style="color: grey;">●</span> Gravel Extraction Consent (39)  |
| <span style="color: orange;">●</span> CMA Use Permit (660)             | <span style="color: green;">●</span> Dam Water Permit (275)          | <span style="color: pink;">●</span> Divert Water Permit (254)       | <span style="color: blue;">●</span> Groundwater Take Permit (605)   |
| <span style="color: cyan;">●</span> Coastal Discharge Permit (46)      | <span style="color: magenta;">●</span> Discharge to Air Permit (221) | <span style="color: brown;">●</span> Earthworks Consent (92)        | <span style="color: yellow;">●</span> Land Use Consent (933)        |
| <span style="color: olive;">●</span> Coastal Water Permit (8)          | <span style="color: green;">●</span> Discharge to Land Permit (953)  | <span style="color: red;">●</span> Effluent Storage Consent (15)    | <span style="color: cyan;">●</span> Surface Water Take Permit (985) |

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# Map 3 – Consent Audits

From 1 July 2023 to 31 December 2023



Source: Esri, Maxar, Earthstar Geographics, IGN, and the GIS User Community

- Consent Not Yet Exercised (48)
- Full Compliance (186)
- Low Risk Non-Compliance (142)
- Moderate Non-Compliance (76)
- Significant Non-Compliance (35)

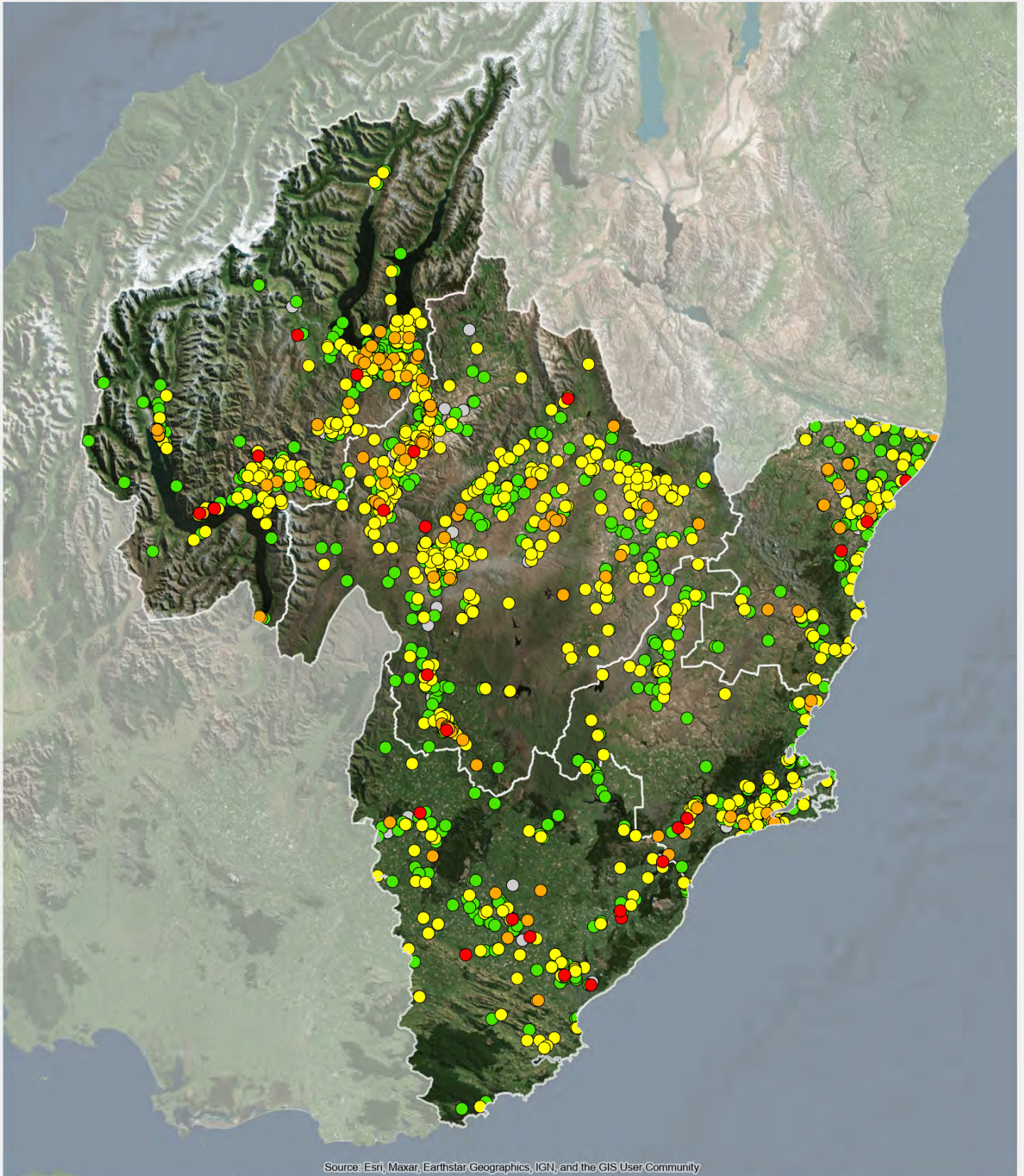


Information on this map may not be used for the purposes of any legal disputes. The user should independently verify the accuracy of any information before taking any action in reliance upon it. This map was generated for A4 printing on 16/01/2024 at the scale of 1:1,400,000.



# Map 4 – Consent Performance Monitoring

From 1 July 2023 to 31 December 2023



Source: Esri, Maxar, Earthstar Geographics, IGN, and the GIS User Community

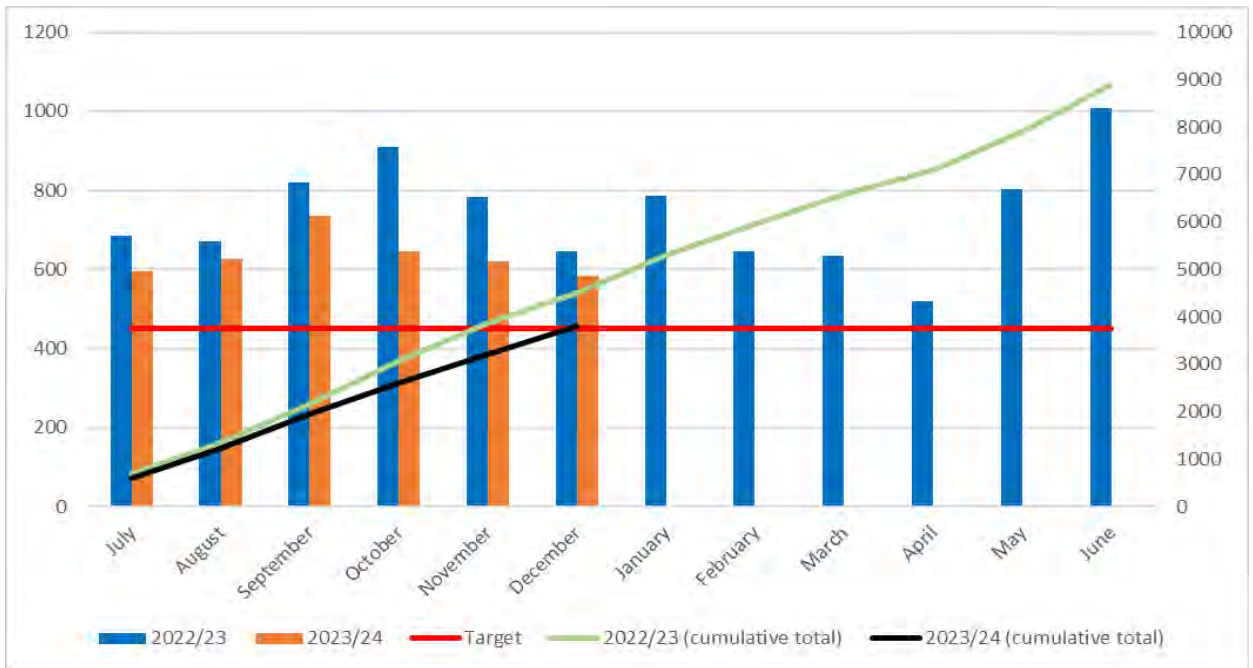
- Consent Not Yet Exercised (267)
- Full Compliance (2225)
- Low Risk Non-Compliance (1128)
- Moderate Non-Compliance (154)
- Significant Non-Compliance (53)



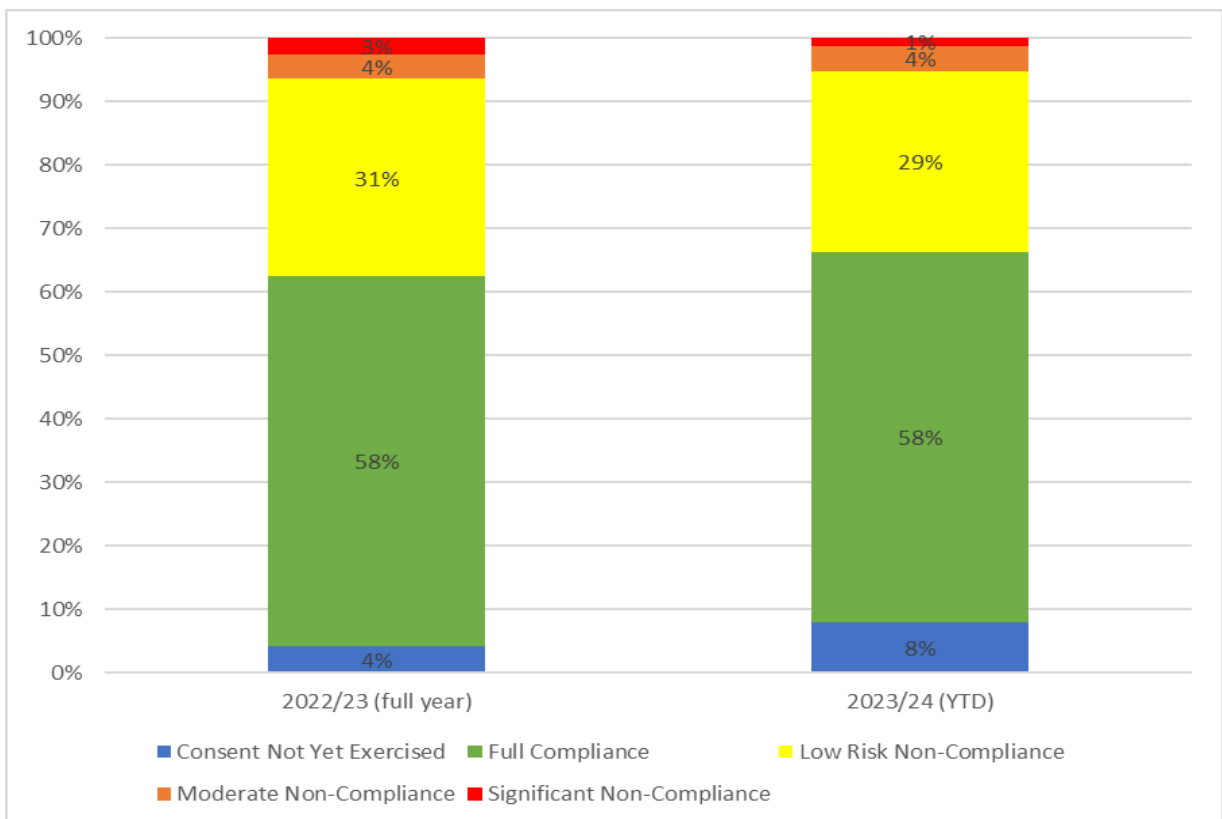
Information on this map may not be used for the purposes of any legal disputes. The user should independently verify the accuracy of any information before taking any action in reliance upon it. This map was generated for A4 printing on 16/01/2024 at the scale of 1:1,400,000.



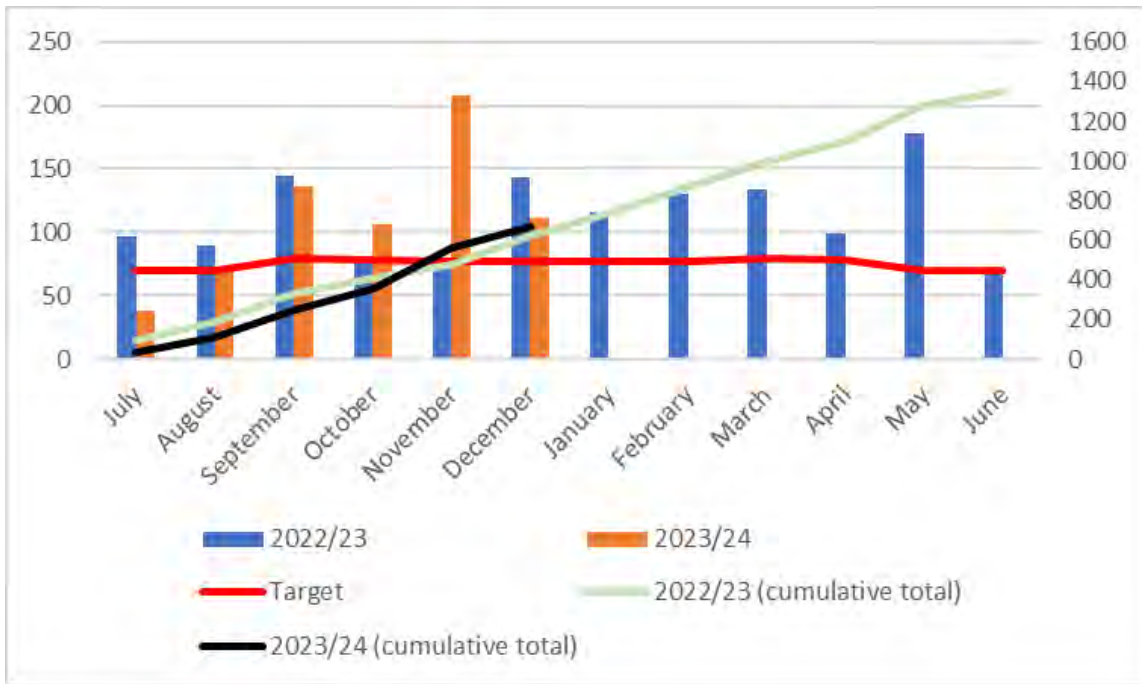
**Figure 7: Performance Monitoring Returns Completed**  
**LTP Performance Measure**



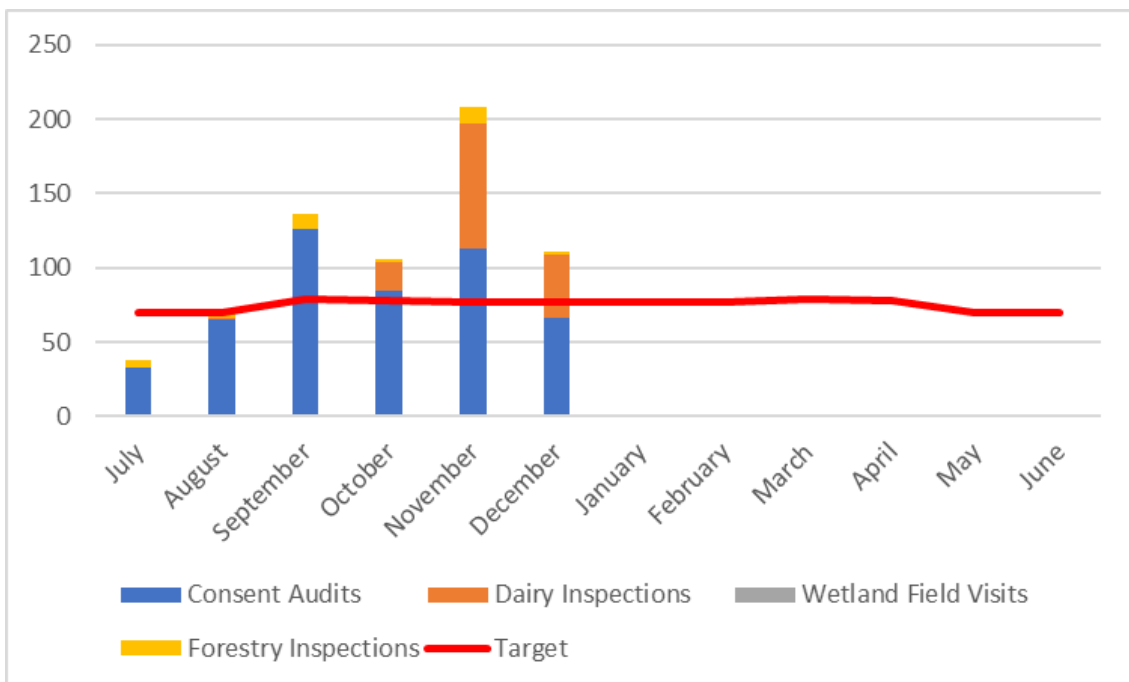
**Figure 8: Performance Monitoring Grades Year on Year**



**Figure 9: Compliance Audits and Field Inspections Year on Year**  
**LTP Performance Measure**

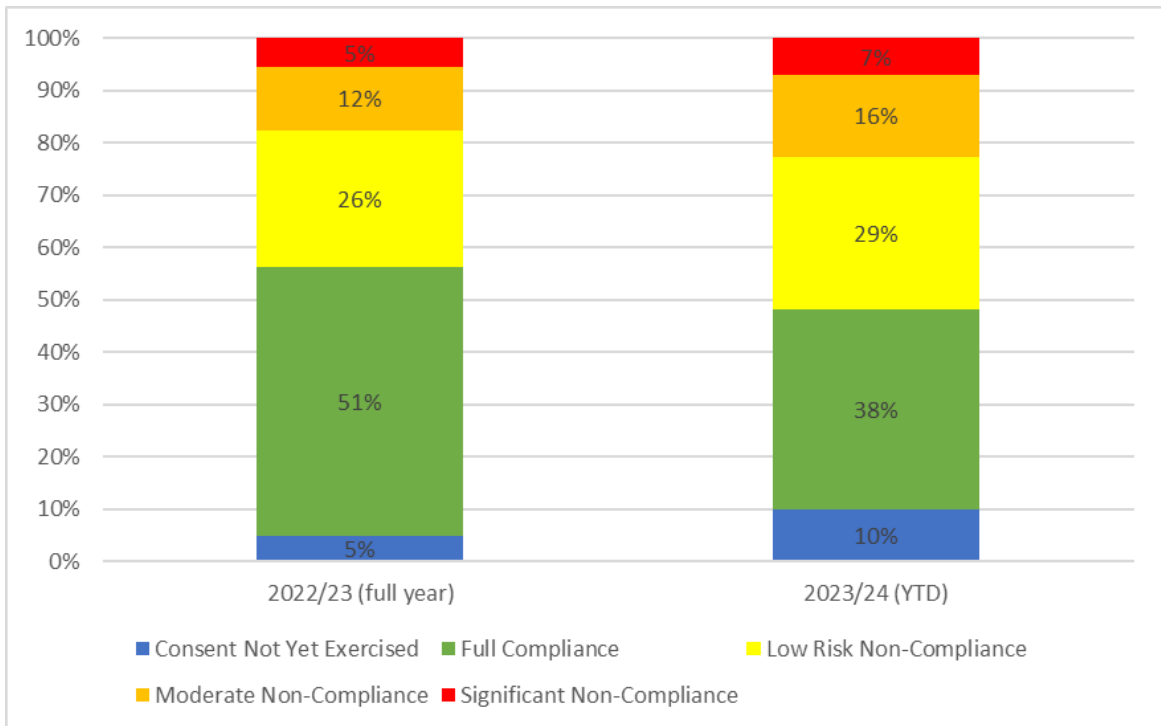


**Figure 10: Compliance Audits and Field Visits by Type**

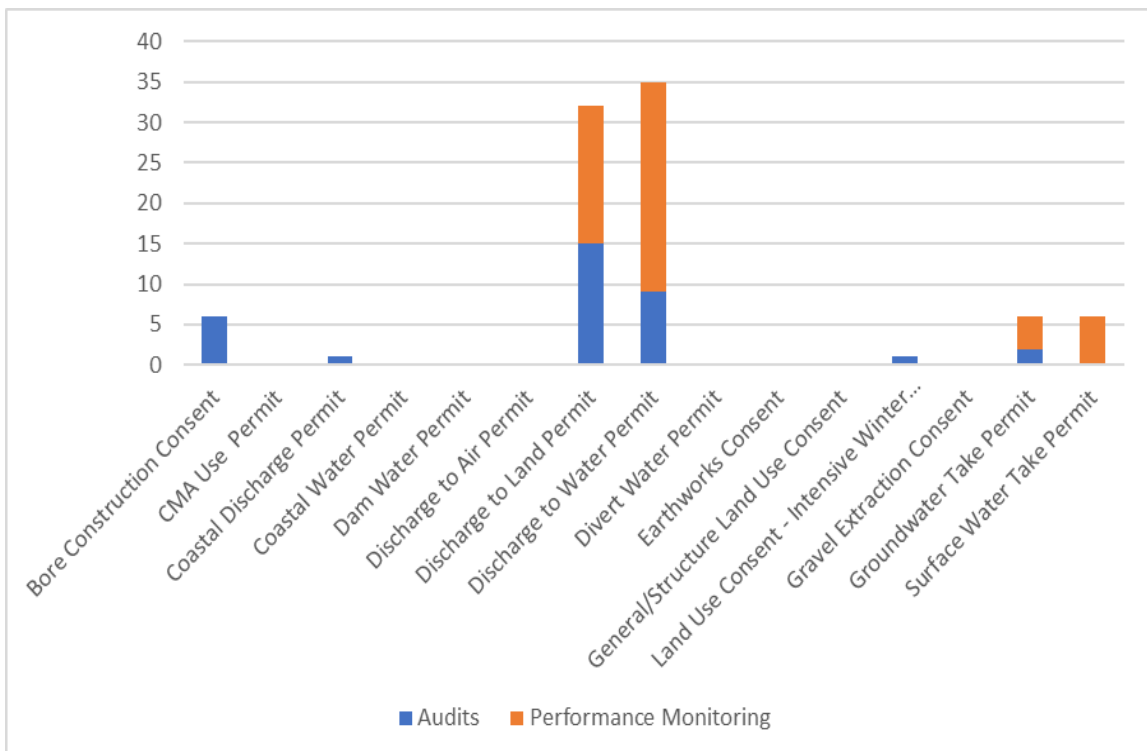




**Figure 11: Consent Audit Grades Year on Year**



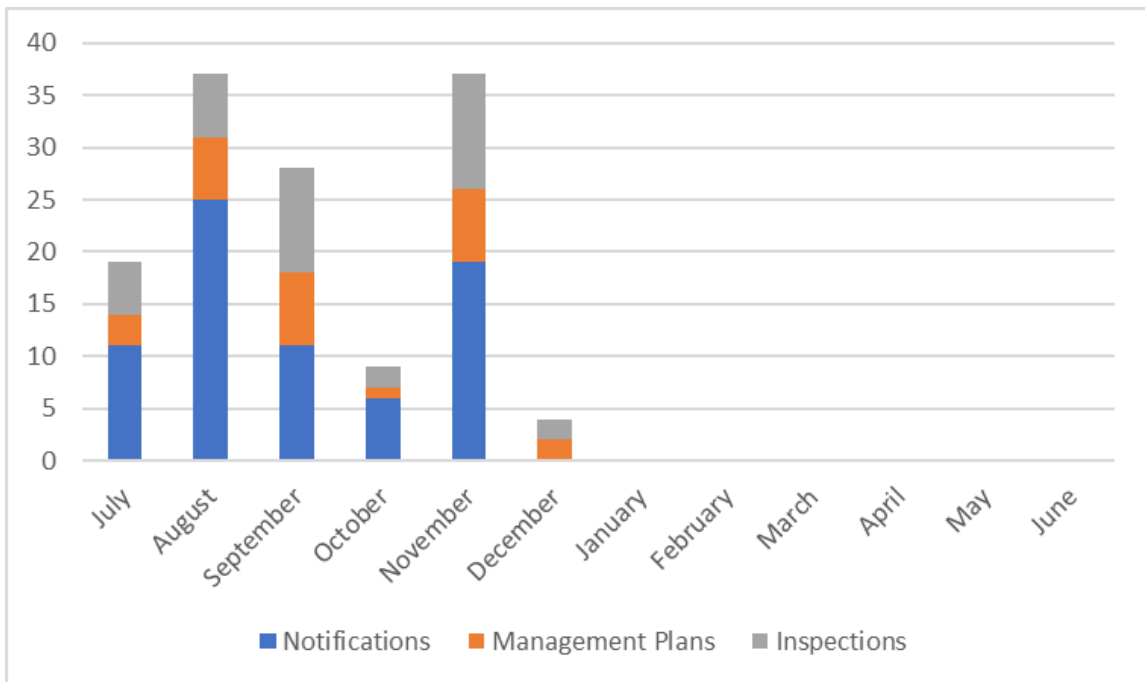
**Figure 12: Significant Non-Compliance by Consent Type**



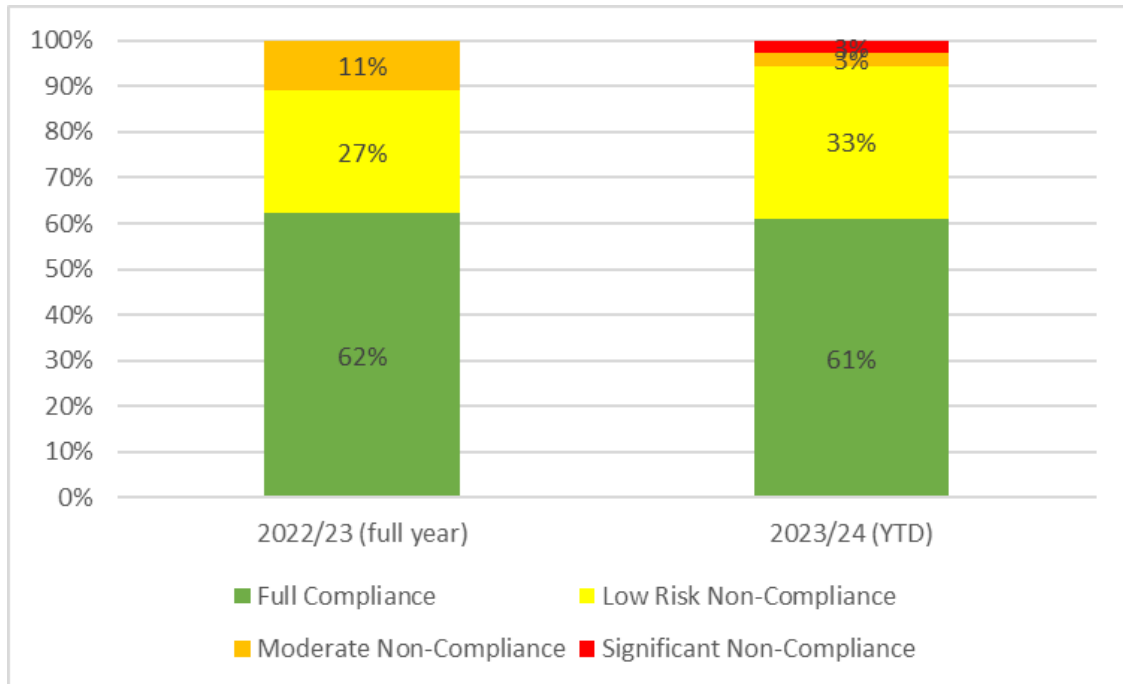
**Figure 13: Dairy Inspection Grades Year on Year**



**Figure 14: Forestry Notifications and Inspections**

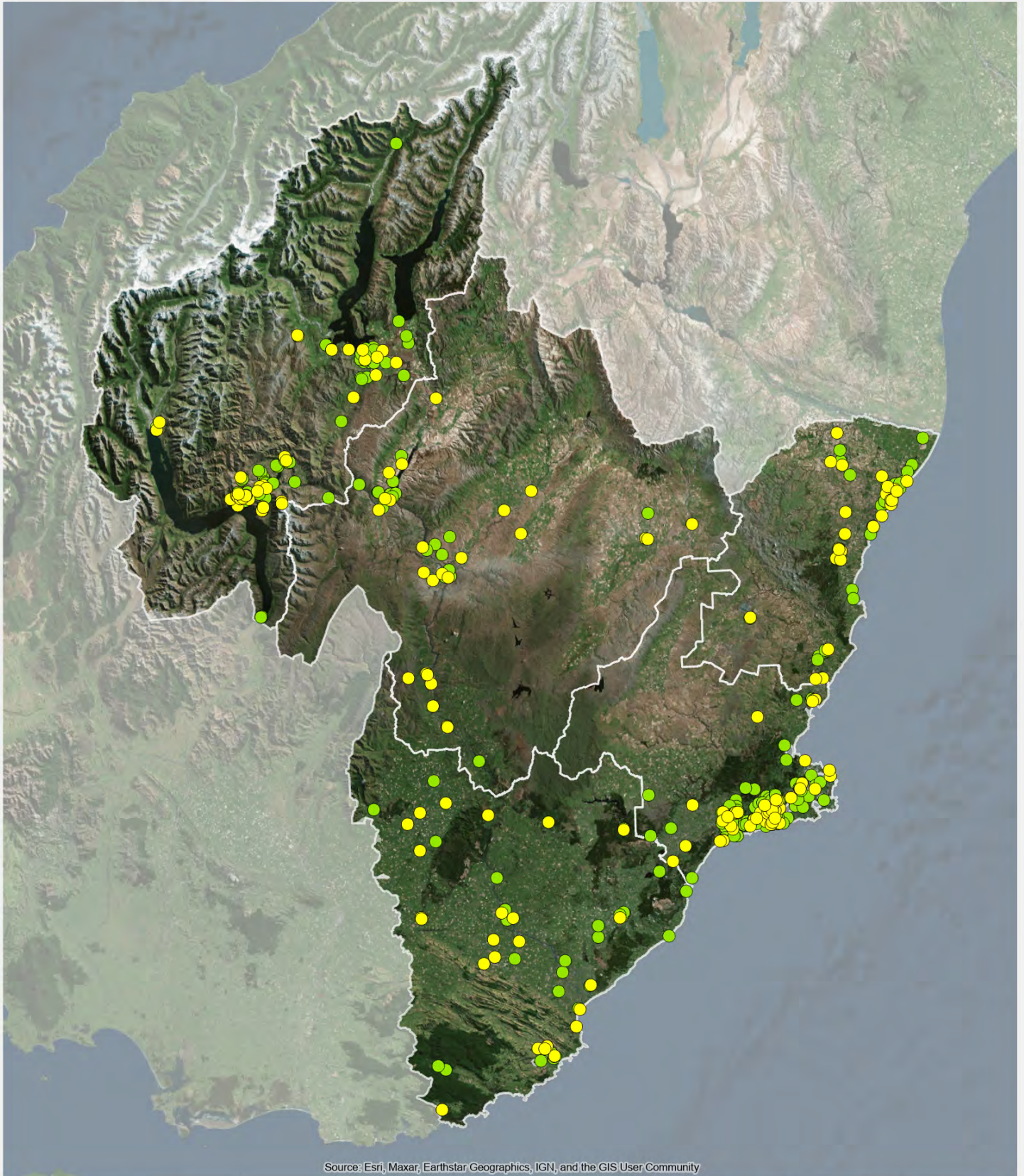


**Figure 15: Forestry Inspection Grades Year on Year**



# Map 5 – Incidents

From 1 July 2023 to 31 December 2023



Source: Esri, Maxar, Earthstar Geographics, IGN, and the GIS User Community

- Completed (351)
- In Progress (173)

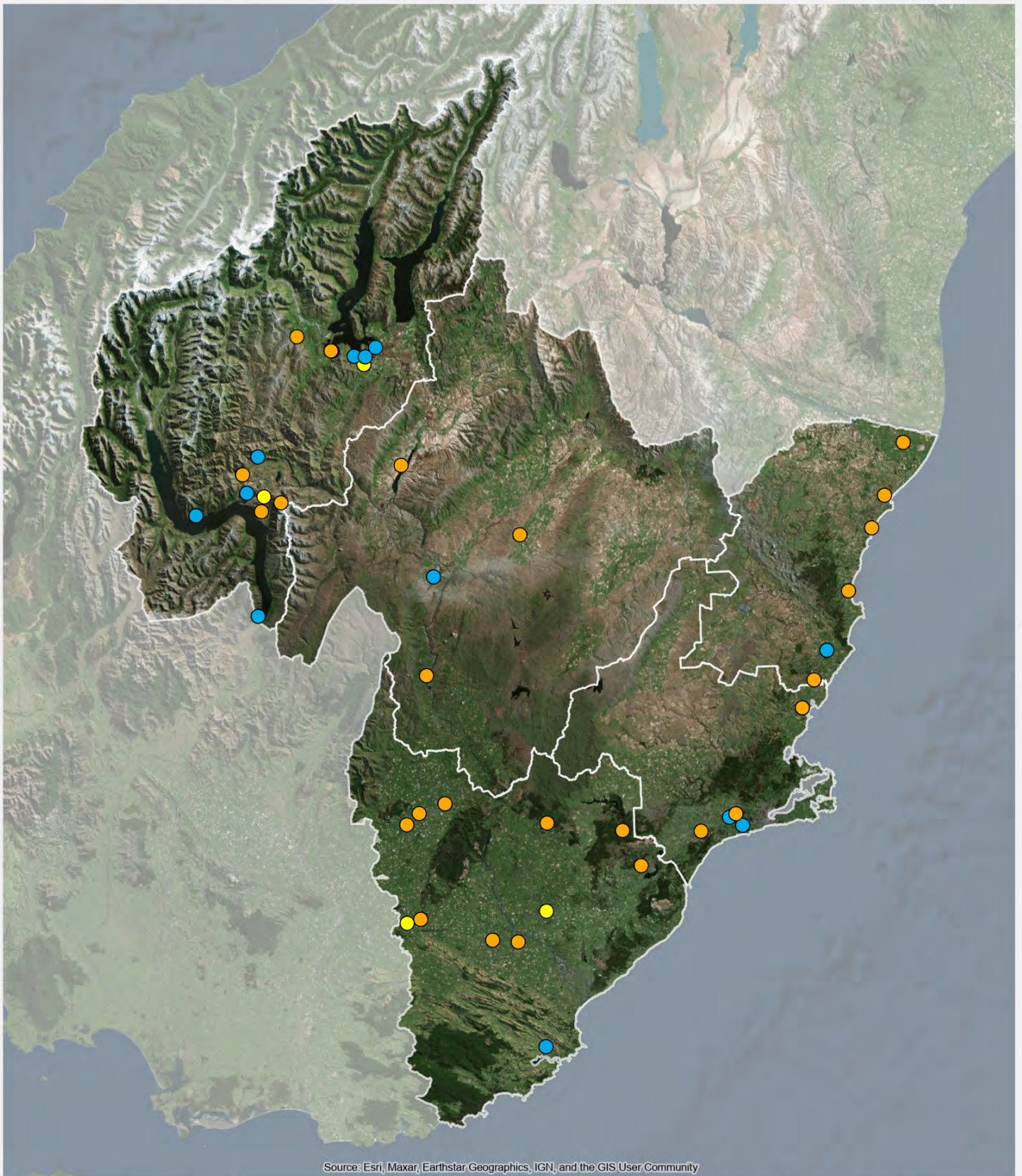


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# Map 6 – Enforcement Actions

From 1 July 2023 to 31 December 2023



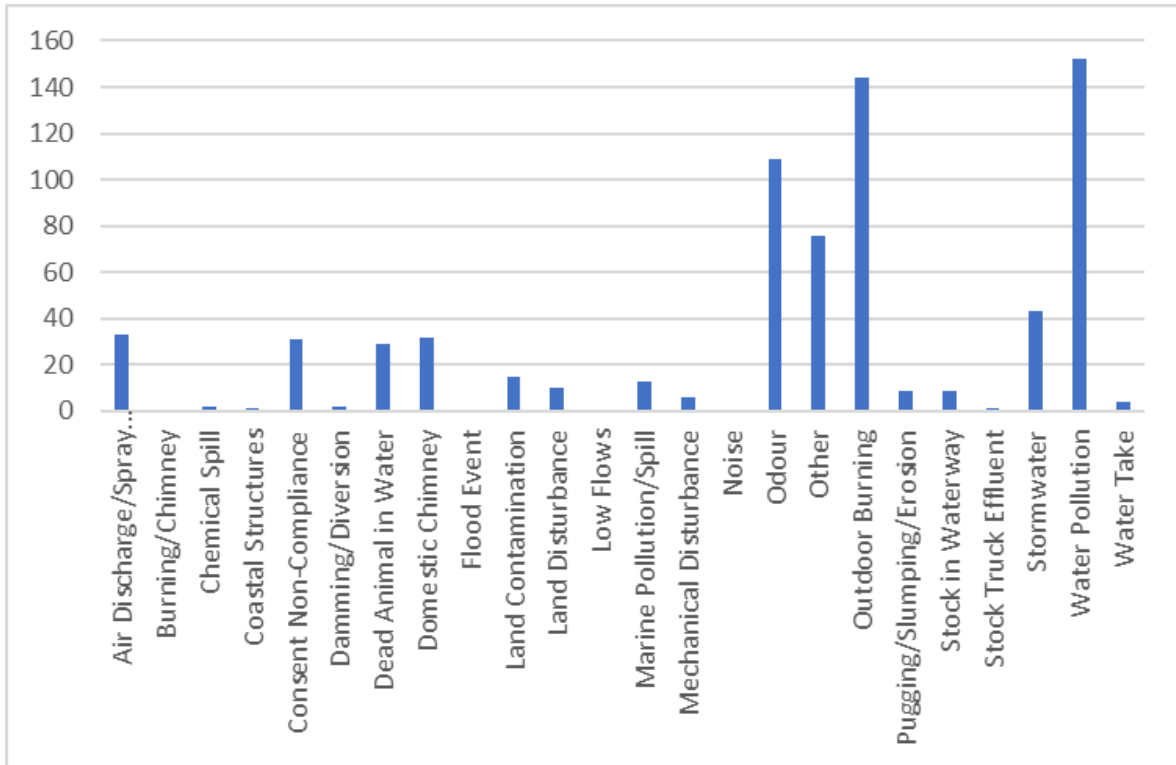
Source: Esri, Maxar, Earthstar Geographics, IGN, and the GIS User Community

- Abatement Notice (26)
- Infringement (25)
- Warning (10)

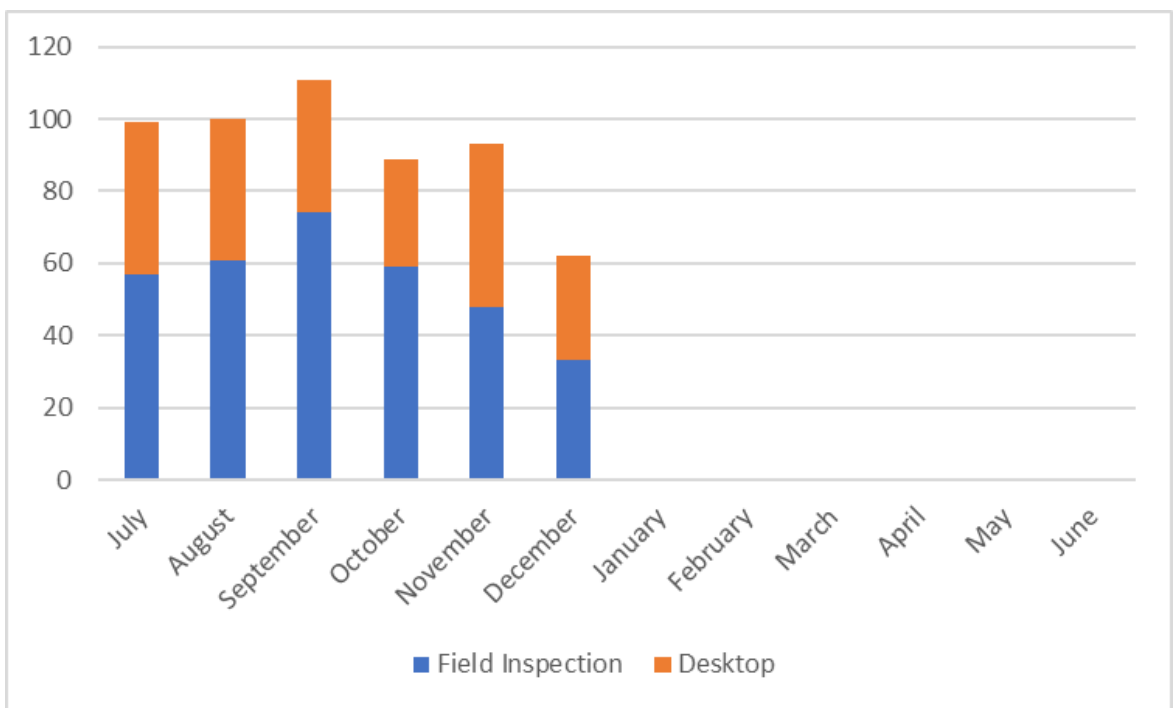


Information on this map may not be used for the purposes of any legal disputes. The user should independently verify the accuracy of any information before taking any action in reliance upon it. This map was generated for A4 printing on 16/01/2024 at the scale of 1:1,400,000.

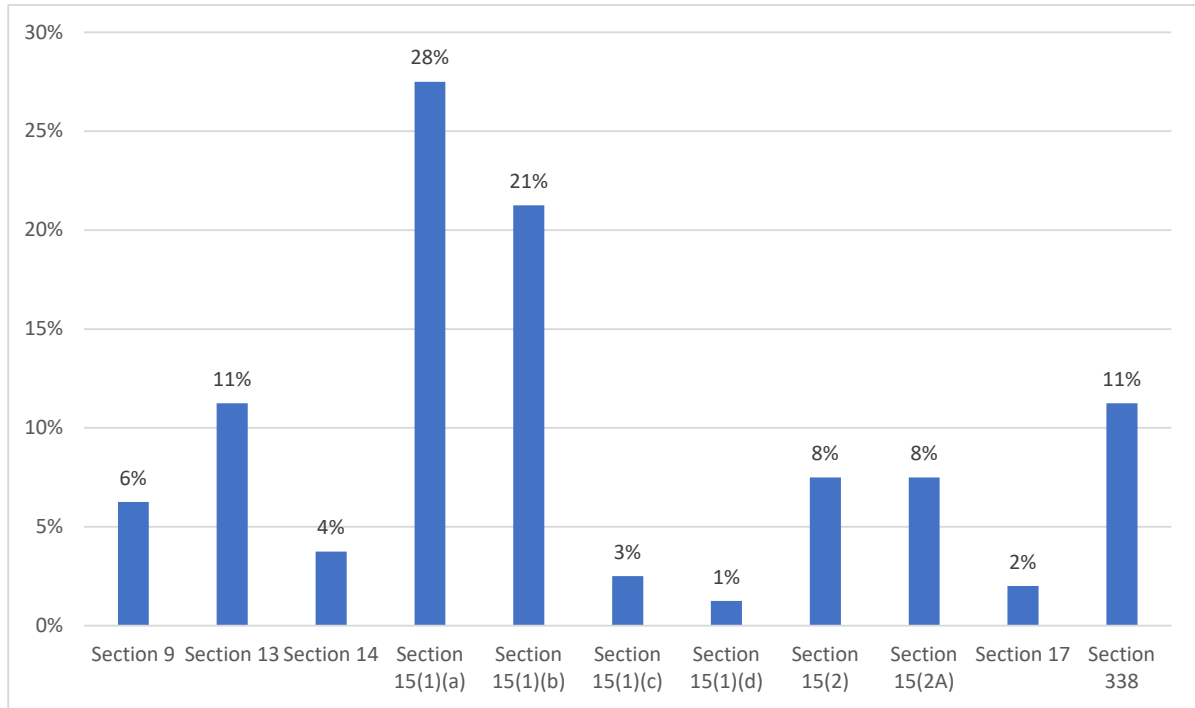
**Figure 16: Pollution Complaints by Type**



**Figure 17: Incident Response Type**



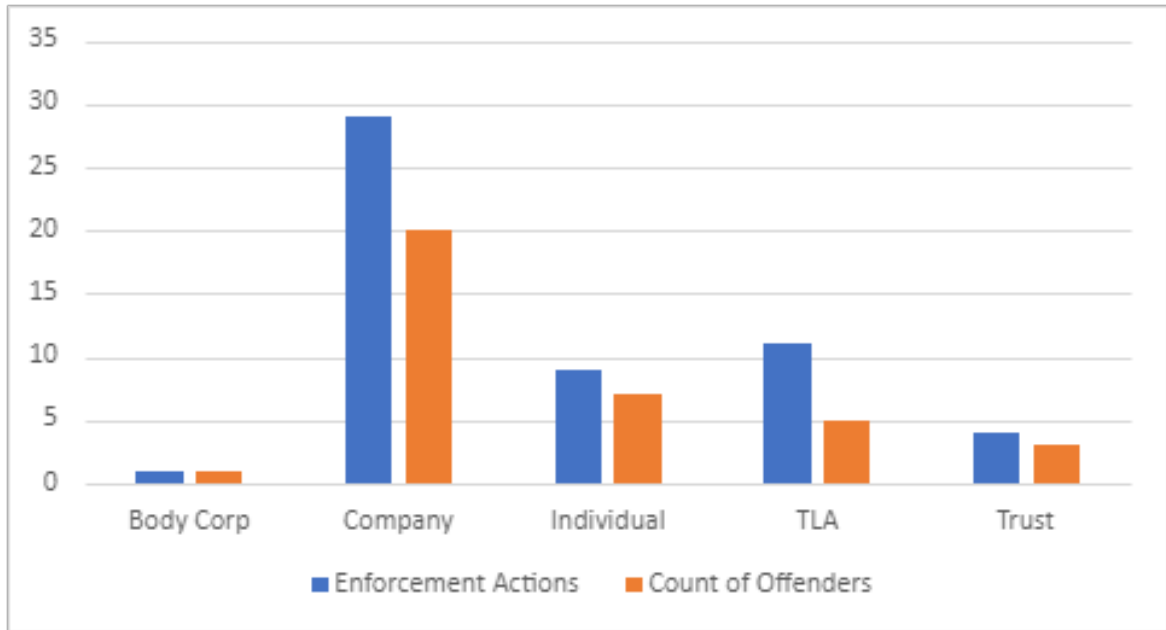
**Figure 18: Enforcement Offences**



Offence Description	RMA Section
Breach Restrictions On Land Use e.g Disturbance of land/discharge of contaminant to land	9
Breach Restrictions-Lake/River Bed Uses e.g. Disturb riverbed	13
Breach Water Restrictions e.g. Water take breach/Ground water take	14
Discharge Of Contaminants Water e.g. Sediment to water/WWTP discharge breaches	15(1)(a)
Discharge of Contaminants onto-into land that may result in that contaminant entering water	15(1)(b)
Discharge of Contaminates into the environment from industrial and trade premises into air	15(1)(c)
Discharge of Contaminates into the environment from industrial and trade premises onto land	15(1)(d)
Discharge Of Contaminant In On To Air Or Land e.g. Outdoor Burning	15(2) & 2A)
Duty to avoid, remedy, or mitigate adverse effects	17
Contravention Of Abatement Notice	338(1)(c)



**Figure 19: Enforcement by Offender Type**





## 8.2. Farm Plan Implementation Update

**Prepared for:** Regional Leadership Committee  
**Report No.** REG2402  
**Activity:** Regulatory: Policy Development  
**Author:** Libby Caldwell, Manager Environmental Implementation  
**Endorsed by:** Joanna Gilroy Acting General Manager Regulatory  
**Date:** 21<sup>st</sup> February 2024

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### PURPOSE

- [1] To provide an update on implementation activities related to the Freshwater Farm Plan (FWFP) rollout in Otago.

### EXECUTIVE SUMMARY

- [2] Freshwater Farm Plans (FWFPs) have been introduced nationally through the Freshwater Package. They have rolled out as at the 1<sup>st</sup> February 2024 in the North Otago Freshwater Management Unit (FMU). FWFPs will encourage on farm actions to support freshwater outcomes.
- [3] In Otago, every 6 months until December 2025 other Freshwater Management Units (FMUs) or rohe in the region will have the regulations activated. As of December 2025, the whole region will be live.
- [4] Implementation work is underway and includes ongoing stakeholder engagement, the development of the North Otago CCCV, ongoing engagement with mana whenua to incorporate what is needed into the FWFP system, development of regional training and communications via multiple methods.

### RECOMMENDATION

*That the Regional Leadership Committee:*

- 1) *Notes this report.*

### BACKGROUND

- [5] Freshwater Farm Plans (FWFPs) were introduced through the Freshwater Package rollout commenced in Otago on the 1<sup>st</sup> of February 2024. FWFPs will encourage and support on farm actions to support freshwater outcomes.
- [6] The regulations detail what Councils are required to provide to support FWFPs, as well as what farmers and growers will need to include and complete to ensure they meet the regulations.
- [7] For Otago, the regulations went live on the 1<sup>st</sup> of February 2024 in North Otago. Following this every 6 month until December 2025 other areas of the region will have

the regulations activated. As of December 2025, the whole region will be live. After an area of Otago has had the regulations activated, a farmer/grower will have 18 months to have their FWFP certified. Once the FWFP has been certified the certifier will notify Council. FWFPs will need to be recertified every 5 years.

[8] Farmers are required to arrange an audit within 12 months of initial certification of a FWFP. Auditors are to be appointed by Council and a list of auditors will be made available on the ORC website. The auditor will assess whether the farmer is implementing the FWFP as set out in the certified plan. Once the FWFP has been audited the auditor will notify the relevant regional council of the audit grade. The timeframe for the following audit will be determined by the audit grade.

[9] Under the regulations FWFPs will be needed for properties if they trigger the land use thresholds. These triggers are shown below:

- a) 20 or more hectares of the farm is arable land use; or
- b) more hectares of the farm is horticultural land use; or
- c) 20 or more hectares of the farm is pastoral land use; or
- d) a prescribed area of the farm is other agricultural land use prescribed in regulations made under section 217M(1)(b); or
- e) 20 or more hectares of the farm is a combination of any 2 or more of the land uses described above.

[10] The implementation plan for Freshwater Farm Plans (FWFPs) has been endorsed by Council and is being implemented (see attachment 1).

[11] The Government has signalled that they are supportive of FWFPs, but that they are looking at the Regulations as part of their broader work programme at the start of their term. Staff are actively engaged with the Ministry for the Environment on this and will adjust implementation plans as needed.

## **DISCUSSION**

### **Implementation activities**

[12] Below is a discussion of the implementation activities that staff have completed since the last paper, based on our key workstreams. This represents a significant volume of work in a short period of time. There are also a number of activities underway or planned. Implementation work is on track as based on our implementation plan and is an ongoing and iterative process.

### **Stakeholder engagement**

[13] It is important that farmers and growers in Otago feel supported through this new process and there is positive engagement through attendance at workshops or other methods of communicating with the ultimate goal of supporting water quality enhancement across the region.

[14] Staff have had regular communication and meetings with key stakeholders to ensure that there is a collaborative approach to implementation to ensure that farmers and growers are supported on the FWFP journey. It is recognised that for successful rollout of FWFPs within Otago ORC's relationships with industry, mana whenua, catchment groups and our farmer/grower community are essential.

[15] Since the last update to the Regional Leadership committee in November 2023 many engagements have occurred and include:

- a) A 4-6 weekly newsletter has been provided to those who have subscribed with regular updates on FWFP implementation across Otago. This has gone out in November, December, and January.
- b) Meetings and regular correspondence with North Otago FMU catchment groups and irrigation companies is ongoing.
- c) Primary Industry key stakeholders received a FWFP update via a meeting in November and again in late January.
- d) Staff attended and presented to the Otago Extension Network on Freshwater Farm Plans in conjunction with Ministry for Environment Freshwater Farm Plan staff.
- e) Staff continue to regularly attend the sector wide meetings set up by Te Uru Kahika where updates are provided on FWFPs.
- f) Staff are engaging with the land managers group (sector) to ensure that there is national consistency. ORC are also supporting the sector where possible by providing advice and information, staff have offered to support the councils who go live in phase 3.
- g) Workshops are ongoing with MPI and MFE to understand and align stakeholder engagement efforts.
- h) Work directly with catchment groups and Otago Catchment Communities continues.
- i) Development of a template for FWFPs is underway and in the testing stage with some of our potential certifiers as well as farmers.

#### **North Otago Catchment Context Challenges and Values (CCCV)**

[16] The North Otago CCCV has been published as at the 1<sup>st</sup> February 2024, which is a requirement for Council under the regulations. The CCCV is hosted on the ORC website. The regulations state that a CCCV should include the following in relation to a local area:

- a) existing information on landforms, soil data, climate data, freshwater data, freshwater bodies, contaminants, sites that are significant to the community, and significant species or ecosystems;
- b) identified cultural matters of importance to tangata whenua including the cultural significance of the local area, the traditional names of freshwater bodies in the local area and sites and species in the local area that are significant to tangata whenua;
- c) any objectives, policies, and rules relevant to the management of freshwater or freshwater ecosystems in policy statements or the regional plan;
- d) any relevant freshwater matters in planning documents that are recognised by iwi authorities and lodged with the regional council;

- e) the National Policy Statement for Freshwater Management and any action plans made by the regional council; and
- f) any secondary legislation made under the Act that is relevant to the management of freshwater or freshwater ecosystems.

[17]The draft CCCV was also open for public consultation from 22 December 2023 until 22nd January 2024. Feedback was received from the community and where possible has been incorporated into the final document. The feedback received was mainly around some table formatting, ensuring summary pages are available and that the information provided can be used at a farm scale. Generally, the feedback on the document was positive and indicated that there is helpful information in this for farms in the North Otago FMU.

### **Mana whenua**

[18]Under the National Policy Statement for Freshwater Management (NPS-FM) Councils must involve mana whenua, as well as others in the regional freshwater planning process. Engagement with mana whenua on development of the FWFP process has commenced and is ongoing through Aukaha and Te Ao Marama. Rūnaka have provided input to help determine the proposed rollout sequence for Otago and are supportive of the proposed rollout.

[19]The Regulations include specific requirement for mana whenua involvement. This is specifically noted in the below sections of the regulations:

- a) Clause 46, where Council must collate information on CCCV including values and matters of importance to mana whenua.
- b) Schedule 2 requires that certifiers and auditors must be able to demonstrate an understanding of the Treaty of Waitangi (Te Tiriti o Waitangi), Te ao Māori, Te Mana o Te Wai and sites or species of cultural significance as defined by mana whenua. This information will be included in the regional training for auditors and certifiers and will be developed by mana whenua.
- c) Clause 5 in Schedule 2 requires Council to engage with mana whenua in the preparation and delivery of training for certifiers on catchment context, and on the competencies for certifiers. Council must also engage with mana whenua regarding practical assessments of certifiers if practical assessments are required as part of the certifier appointment process.
- d) Clause 12 in Schedule 2 has the above requirement regarding auditor training.

[20]Staff have worked in partnership with Aukaha and Te Ao Marama to ensure that mana whenua are included in the aspects of the FWFP system that they would like to be involved in or have oversight of. This will continue throughout this programme.

[21]Aukaha is engaging with Rūnaka within the North Otago and have determined what is to be included in the CCCV. Ongoing engagement is occurring around what involvement and content will be included as part of the regional training in person day.

### **Certifiers and Auditors**

- [22] Regional training has been developed so that certifiers are available to certify FWFPs in Otago. The training will be a series of online modules plus an in-person day and will be available to complete in mid to late March 2024. There are five modules which are: Dairy effluent, Science 101, intensive winter grazing, water, waterways and wetlands and a regional context learning module.
- [23] AsureQuality have been engaged at the national level by MfE to deliver the national training programme. The regional training programme will ensure that potential suppliers understand the unique challenges that Otago farmers and growers face and what our regional plan requires. This is also being led by AsureQuality with Council staff input.
- [24] An expression of interest form has been produced to be included on the ORC website to further understand who is interested in becoming a certifier and/or auditor and how many people are interested in this role. To date 17 expressions of interest have been received.
- [25] To ensure that Otago has certifiers that know how to relate to farmers and have the appropriate skills and understanding of the region, MfE alongside AsureQuality require there to be assessors available to support certifiers in Otago. An assessor is an independent contractor (reporting to AsureQuality). Staff have provided 6 contact details to AsureQuality as potential assessors for Otago. The assessors will work alongside certifier applicants and undertake practical assessment training for the FWFP appointment process. They will gather and assess information for a FWFP to ensure the plan is sufficiently developed and enable the on-farm assessment to occur. Following the on farm practical assessment the assessor will submit a completed report to AsureQuality so that staff can make an assessment on if they are adequate to undertake the role of a certifier.
- [26] Assessor training is planned to be undertaken in early March using an external facilitator. Following adequate completion of this training Otago will have 6 assessors and certifiers. This is an excellent outcome.
- [27] At the end of January 2024 there were 19 people who have commenced the National Training with 16 of those having completed this. The next step for these people is to complete the regional training for Otago.

#### **Integrated National Farm Data Platform (INFDP) Bridge**

- [28] The INFDP has launched at the national level. This is a regulatory farm data storage system and the full system will be available from early 2025. In the absence of this 'the Bridge' will be in place to fulfil the immediate needs posed by FWFP regulations and this will require manual data entry by Certifiers. Council staff will be trained on the Bridge and will then provide training to Certifiers on how to use it. This will be the system that lets Council know if a property has a farm plan in place.

#### **Communications**

- [29] The ORC website has been updated with content with a dedicated space for FWFPs. A Frequently Asked Questions (FAQ) section has been added to this web page to

provide answers to questions for stakeholders, farmers, and growers and for those who are interested in becoming certifiers or auditors. A space has been created to host helpful guides for farmers and growers. A sign-up form has been created for those interest in subscribing to our 4-6 weekly newsletter on FWFPs. A mapping tool has also been incorporated which will help farmers to find information relevant to their properties. This page will continue to be updated.

[30]Social media posts have been developed to raise awareness of the national certifier training being available to those who want to become certifiers in Otago and to advise that the draft CCCV was available for review online and feedback.

[31]General awareness of FWFPs and the dates different areas of Otago will go live has been included in Te Mātāpuna and On Stream.

[32]A media release went out in early February to remind farmers, growers, and the general public that the North Otago FMU has had the regulations switched on.

### **Te Uru Kahika documents**

[33]Te Uru Kahika have produced guidance materials for Regional Councils to use and support FWFP implementation. This includes:

- a) Scale and Extent guidance
- b) Identifying the Farm Operator guidance
- c) System guidance
- d) Cross-regional boundaries guidance
- e) CCCV guidance

[34]Te Uru Kahika are also preparing guidance for farm operators on behalf of the sector. This includes:

- a) A pastoral farm operators guide to writing a FWFP
- b) A farm operators guide to FWFP mapping
- c) FWFP introduction for farm operators
- d) Trees and Vines Farm Operators guide to writing a FWFP
- e) Arable and Vegetable Production Farm Operators Guide to Freshwater Farm Plan
- f) A Dairy Farm Operators Guide to writing a FWFP.

## **CONSIDERATIONS**

### **Strategic Framework and Policy Considerations**

[35]The FWFP programme is consistent with the draft Strategic Directions 2023. This includes supporting the vision for Otago, including:

- a) Environment – Otago has a healthy environment ki uta ki tai (from the mountains to the sea), including thriving ecosystems and communities and flourishing biodiversity;
- b) Communities – Otago has cohesive and engaged communities that are connected to the environment and each other;
- c) Partnerships – Otago Regional Council has effective and meaningful partnerships with mana whenua, creating better outcomes for our region.

**Financial Considerations**

[36]The cost to deliver the implementation plan and to support the Bridge costs for this financial year is unbudgeted. This work is being funded through reprioritisation of budgets.

**Significance and Engagement Considerations**

[37]The addition of a new regulatory tool is considered to be a significant change. Successful implementation of FWFPs in Otago will require a strong ongoing partnership with mana whenua and meaningful engagement with stakeholder groups and the farming/growing community.

**Legislative and Risk Considerations**

[38]FWFPs are a legal instrument established under Part 9A of the RMA (sections 217A to 217M). Council must implement this legislation.

**Climate Change Considerations**

[39]There are no climate change considerations associated with this report.

**Communications Considerations**

[40]Communications are being led at the national level and Te Uru Kahika and MfE have provided support to Councils in this regard. A communications plan has been developed for ORC to support the delivery of the implementation plan.

**NEXT STEPS**

[41]Continued delivery of the implementation plan and communications plan.

[42]Development of the CCCV and targeted engagement to commence for the Lower Clutha.

[43]Regional training to be delivered for assessors, certifiers, and auditors.

**ATTACHMENTS**

20 August 2023 ORC Final Project Implementation Plan

1. 20 August 2023 ORC Final Project Implementation Plan [**8.2.1** - 17 pages]

## Otago Regional Council Freshwater Farm Plans: Final Implementation Plan

August 2023

### 1. Purpose

This Draft Implementation Plan provides clarity on the actions required to implement FWFPs in Otago. It is submitted as a draft, to provide an opportunity to provide feedback and direction on the implementation plan.

The intention is that the implementation plan will remain a living document, used to achieve two primary purposes:

1. To guide the development of workstream project plans
2. To use as a basis for discussion with iwi and key stakeholders

### 2. Context

As part of the Government's Essential Freshwater Package Freshwater Farm Plans (FWFPs) are a legal instrument established under Part 9A of the RMA (sections 217A to 217M) in 2020. FWFPs will encourage actions to reduce a farm's impact on freshwater. They will provide farmers the flexibility to find the right solution for their farm and catchment. Many farmers already have a farm environment plan or are part of an industry programme and freshwater farms plans will build on that work.

A FWFP will be required if the farm is:

- 20 hectares or more in arable or pastoral use
- Five hectares or more in horticultural use
- 20 hectares or more of combined use.

The Resource Management (Freshwater Farm Plans) Regulations 2023 (FWFP regulations) were gazetted on 6 June 2023. The Otago Region is part of the second tranche of councils required to implement FWFPs, where regulations are expected to take effect by 1 February 2024. Refer to Council Paper, *Freshwater Farm Plans*, prepared for Council Meeting 28 June 2023, for additional background and context for FWFPs.

Council has endorsed the proposed rollout order across the Otago Region, which commences with North Otago in February 2024, followed by Lower Clutha in August 2024 (see Table 1 below for all FMU rollout dates). This proposed order is yet to be confirmed by the Ministry for the Environment (MfE) but this confirmation is expected in August 2023.



Table 1: Proposed Otago FWFP Rollout dates, from Council meeting paper, 28 June 2023.

Order	Catchment	Commencement date	Anticipated Number of farms	Approximate area to be covered by FWFPs (hectares)*
1	North Otago FMU	February 2024	756	265,264.22
2	Lower Clutha rohe	August 2024	821	337,327.65
3	Rest Clutha FMU (Upper Lakes, Dunstan, Manuherehia, Roxburgh)	February 2025	913	1,033,254.2
4	Taiari FMU	August 2025	520	484,742.14
4	Catlins FMU	August 2025	185	83,944.39
5	Dunedin and Coast FMU	December 2025	342	86,338.81

\*note that some of these measurements cover farms which are across FMU boundaries and incorporate parts of farms.

Otago Regional Council will have a significant role in supporting the implementation of FWFPs in the Otago Region. ORC’s responsibilities include:

- Creating, compiling and providing Catchment Context Challenges and Values (CCCV) information.
- Providing regional training to certifiers and auditors and appointing these certifiers and auditors.
- Ensuring compliance with FWFP regulatory obligations.
- Embedding FWFPs in the regional regulatory framework (LWRP).
- Providing clarity to farmers, growers, industry groups, catchment groups and rural professionals on regulatory expectations and where to get support.

Central government, iwi and those listed above will also have roles within the FWFP system, and these roles will be critical to timely delivery of regulatory objectives and delivery of community outcomes. Some of these roles and responsibilities are illustrated in figure 1 below, which aligns with the farmer journey towards developing a FWFP.

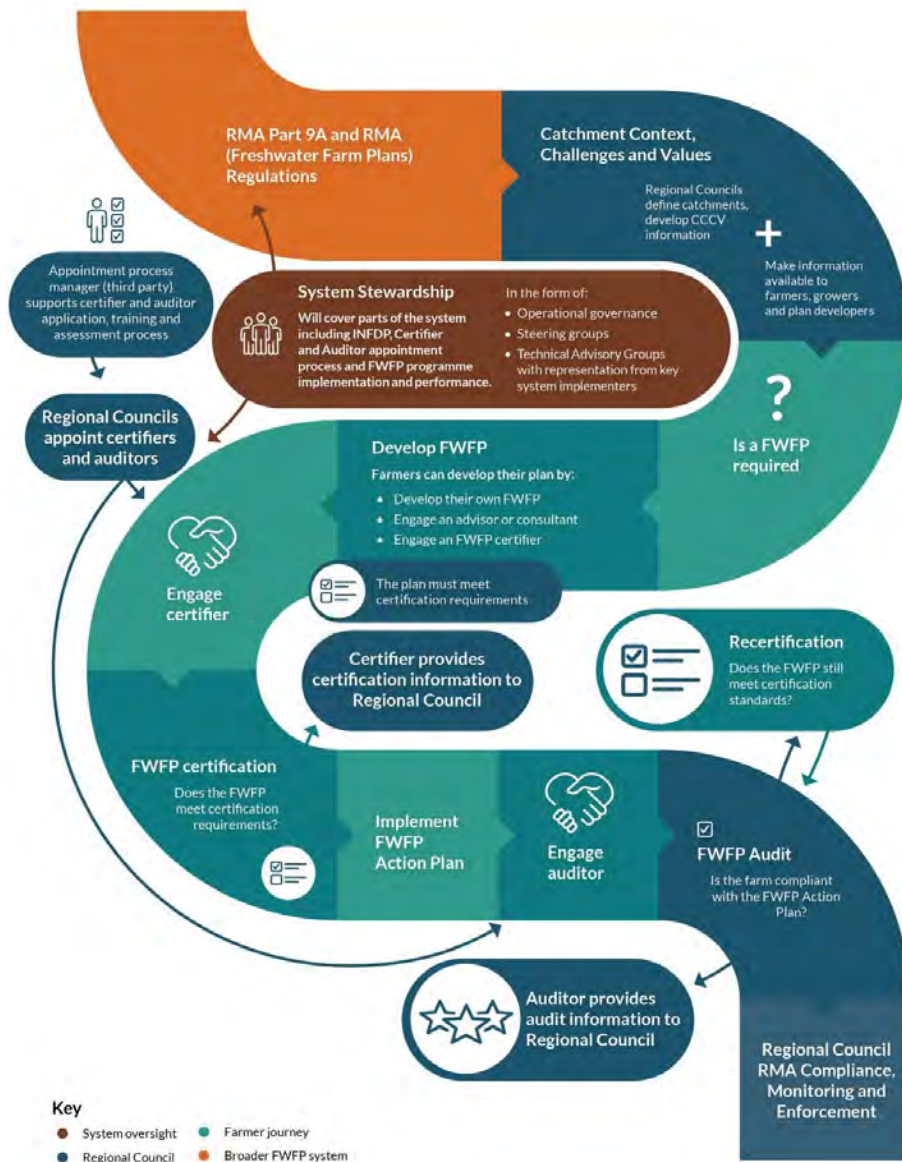


Figure 1 The Farmer Freshwater Farm Plan Journey. Source: MfE

### 3. Scope

This plan sets out the outcomes, objectives, activities, deliverables, tasks and ORC teams responsible for the implementation of Freshwater Farm Plans under the Resource Management (Freshwater Farm Plans) Regulations 2023. It also identifies potential roles and responsibilities of iwi, key stakeholders, key risks and mitigation strategies.

The implementation plan covers the period from gazettal of regulations (June 2023) to full implementation of these regulations across the Otago Region (mid 2027).

Please note that this draft implementation plan does not consider the resourcing requirements needed for delivery. The draft plan focusses on what needs to be delivered, rather than the resourcing required to deliver it.

#### 4. Structure of Plan

- i. The Draft Implementation Plan begins by setting out the principles and approaches that have guided its development.
- ii. A logic model conceptualises FWFP system delivery.
- iii. Roles and responsibilities of those involved in FWFP implementation and risks and mitigations to delivery are identified.
- iv. A summary of delivery phases captures key dates and activities. More detail on these phases, workstreams, objectives, deliverables and tasks is set out in a table following the summary.

#### 5. Principles and Approaches

Time for delivery of freshwater farm plans is short. Additionally, implementation of Freshwater Farm Plans may require a step change for the farming and growing community, and those supporting them. Significant resources will be required to achieve community engagement and implementation. ORC has a critical role in providing clarity and support and due to the new approach of Certifiers and Auditors will need to partner with others to achieve shared outcomes. Given these factors, this implementation plan adopts the following principles and approaches:

1. **Avoid re-inventing the wheel.** Utilise other regional approaches and central government support effectively to support efficient delivery.
2. **ORC resources are limited.** Work closely with parallel ORC workstreams to maximise efficient use of ORC resources.
3. **Freshwater Farm Plan implementation will require work at multiple scales.** For example, stakeholder engagement is needed at regional, FMU and catchment scale.
4. **Freshwater Farm Plans require a relationship-based approach.** Partner with others to leverage stakeholder networks and achieve behaviour change.
5. **Monitor and adapt as you go.** Set up monitoring and evaluation processes to capture learnings and improve as needed.

#### 6. Roles and responsibilities

It is important to understand the roles that ORC, iwi/rūnaka and stakeholders could potentially or be expected to play in delivery of the FWFP system. This understanding will assist ORC in planning its activities to align and fill gaps where needed.

Some of the roles are more certain, such as MfE’s role in overall system oversight. Others are yet to be explored and confirmed with iwi and stakeholders.

Table 1 Stakeholder and Iwi Roles and Responsibilities

Organisation/s	Potential/expected role
MfE	Oversight of system FWFP Guidance
Te Uru Kahika	<ul style="list-style-type: none"> <li>o FWFP guidance, coordination, and support.</li> </ul>
ORC	<ul style="list-style-type: none"> <li>o Compliance Monitoring and Enforcement</li> <li>o Compilation of CCCV information and CCCV training</li> <li>o Appointment and reviewing competency levels of certifiers and auditors</li> <li>o Maintain a certifier and auditor database.</li> <li>o Regional training</li> </ul>

Organisation/s	Potential/expected role
	<ul style="list-style-type: none"> <li>○ Support for rural sector</li> <li>○ Regulatory framework, i.e.: LWRP.</li> </ul>
<b>Iwi/rūnaka</b>	<p>Potential roles suggested in MfE guidance: Actual role/s will be shaped by ORC/iwi/rūnaka discussions.</p> <ul style="list-style-type: none"> <li>○ Contributing to the collation of catchment context information</li> <li>○ Preparing and delivering certifier and auditor training on catchment context – competencies for certifiers and auditors</li> <li>○ Oversight of the system, including review and monitoring of system effectiveness, in delivering objectives and outcomes<sup>1</sup></li> </ul>
<b>Milk processors</b>	<p>Farmer support</p> <ul style="list-style-type: none"> <li>○ Transitioning farmers from FEPs to FWFPs</li> </ul>
<b>Certification Authority (Assure Quality)</b>	<p>Appointment and certification of certified freshwater farm planners. Assess capability against national (core) requirements:</p> <ul style="list-style-type: none"> <li>○ Qualification Pathway: in Farm systems/ Natural resource management</li> <li>○ Experience Pathway: Regulations, Te Ao Māori, Farm systems</li> </ul> <p>Undertake core training for certifiers. Maintain a database of certifiers.</p>
<b>NZARM</b>	<ul style="list-style-type: none"> <li>○ Build capability across the country to support the delivery of FW-FP</li> <li>○ Support regional assessment of FW-FP delivery that is regionally tailored (to be determined by councils in August 2023).</li> <li>○ Maintain ongoing networks and communities of practice.</li> </ul>
<b>Meat processors</b>	<p>Farmer support</p> <ul style="list-style-type: none"> <li>○ Transitioning farmers from FEPs to FWFPs</li> </ul>
<b>Sector groups</b>	<p>Farmer support</p> <p>Industry environmental programmes, e.g.:</p> <ul style="list-style-type: none"> <li>○ NZGAP</li> <li>○ ZQ NZ Merino</li> </ul>
<b>Catchment Groups</b>	<p>Catchment groups work within their community and may work with regional councils to identify their catchment priorities. They could also play a key role in:</p> <ul style="list-style-type: none"> <li>○ supporting the uptake of freshwater farm plans</li> <li>○ sharing and setting group outcomes</li> <li>○ advances in farming practice</li> <li>○ evaluating farm plans as a group to progress catchment outcomes.<sup>2</sup></li> </ul>
<b>Farm Planners, certifiers, auditors</b>	<p>Current businesses including farm consultants becoming certifiers, auditors or farm planners. They can play a key role in:</p> <ul style="list-style-type: none"> <li>○ Supporting the uptake of freshwater farm plans</li> <li>○ Advances in farming practice</li> <li>○ Evaluating farm plans</li> <li>○ Undertake certification and auditing process</li> </ul> <p>Planners can work alongside farms to progress actions</p>
<b>Irrigation Schemes</b>	<p>Provide support and education. Encourage people to go to meetings and events. Bring in experts (for example NOIC, with MPI funding)</p>

<sup>1</sup> *Tangata Whenua and the Freshwater Farm Plan System. A Guide for Regional Councils. MfE, 2023.*

<sup>2</sup> MfE [Freshwater farm plans | Ministry for the Environment](#)

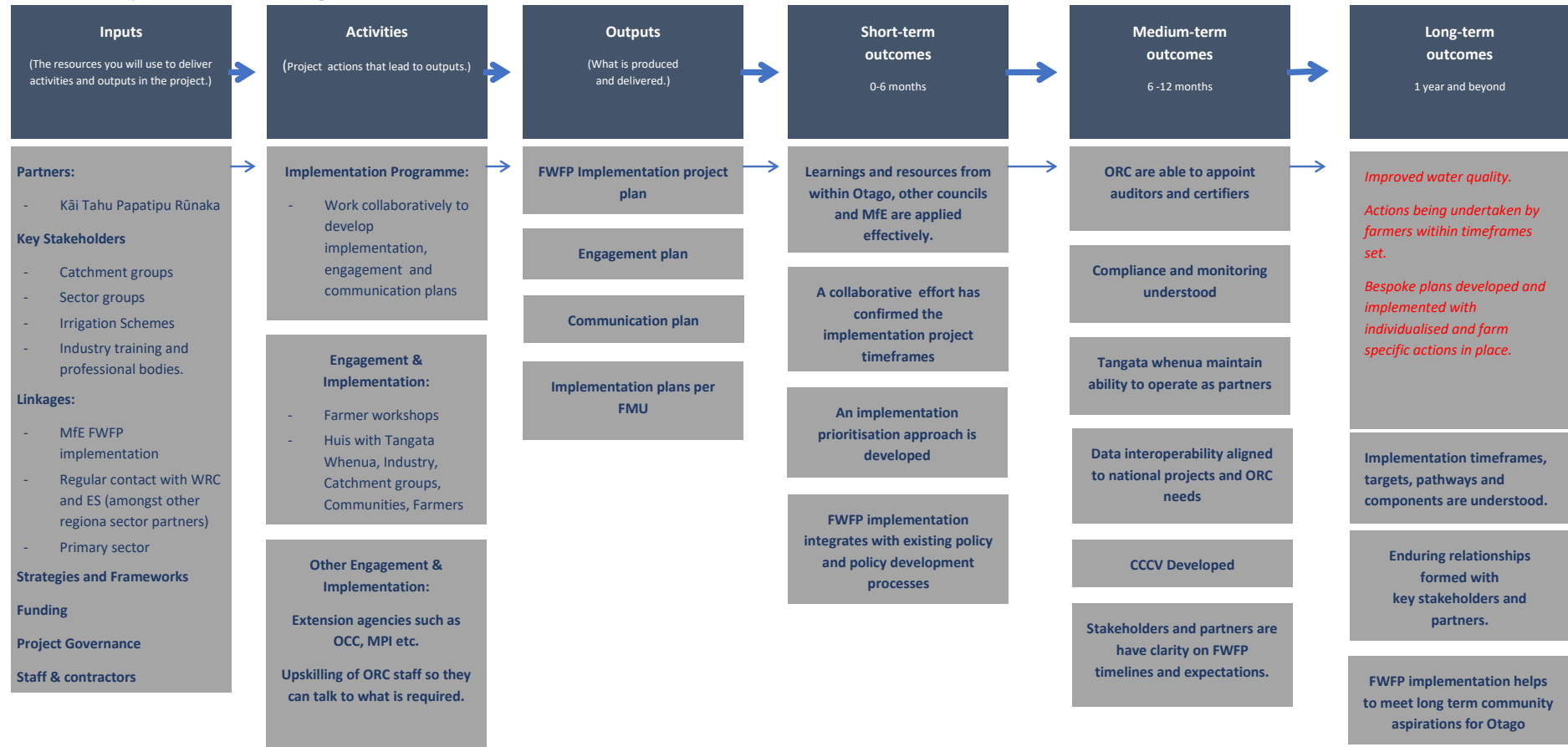
## 7. Risks and mitigations

These are some significant risks in delivery of FWFPs in Otago. Identifying these risks and potential mitigations is a useful first step in minimising these risks.

Risks	Mitigations
<p><b>ORC may not have sufficient capacity to deliver FWFP obligations and maximise the opportunity for farmer engagement, enduring behaviour change farmer change and improved environmental outcomes.</b></p>	<ul style="list-style-type: none"> <li>○ Identify ORC and stakeholder outcomes, resourcing needs to deliver these outcomes, available capacity and additional resourcing needs.</li> <li>○ Work closely with stakeholders such as industry, irrigation schemes and catchment groups to align efforts and ensure efficient and effective delivery.</li> <li>○ Capture and apply learnings from, and share resources with, other regions where FWFPs will be implemented before Otago. E.g.: Southland and Waikato. Capture and apply learnings from Environment Canterbury Farm Environment Plan system.</li> <li>○ Leverage resourcing available from national bodies, industry, New Zealand Association of Resource Managers (NZARM), New Zealand Institute of Primary Industry Management (NZIPIM), MfE and MPI where national scale capacity is available.</li> </ul>
<p><b>There will not be enough FWFP planners, certifiers and auditors. E.g.: milk companies may not want to, or have the ability to, certify plans, costs of becoming a certifier or auditor may be considered prohibitive</b></p>	<ul style="list-style-type: none"> <li>○ Identify value proposition for becoming a planner/certifier/auditor. Include this in messaging to Rural Professionals.</li> <li>○ Leverage sector networks to promote becoming a FW farm planner, certifier, auditor.</li> <li>○ Promote opportunity with iwi.</li> <li>○ Promote with regional employment agencies/training entities.</li> <li>○ Design regional training with value and accessibility in mind, especially for busy professionals.</li> <li>○ Leverage existing programmes to develop capability and capacity such as NZARM.</li> <li>○ Work with MFE and Te Uru Kahika to identify and support resourcing opportunities for Otago.</li> </ul>
<p><b>Farm operators and certifiers may not agree on required actions.</b></p>	<ul style="list-style-type: none"> <li>○ Train certifiers in difficult conservations.</li> </ul>

Risks	Mitigations
	<ul style="list-style-type: none"> <li>○ Allow farmers to be aware of their options if they disagree with any aspect of the certifier’s preliminary decision and assessment report to engage with a second certifier (MfE FWFP certification guidance, p. 22).</li> <li>○ Establish a dispute and compliant register/process, this may include assessment of the certifiers actions.</li> </ul>
<p><b>Certifiers and auditors may take a permissive approach to actions needed for certification and passing audits to secure work.</b></p>	<ul style="list-style-type: none"> <li>○ Require certifiers and auditors to sign a code of ethics when operating in Otago.</li> <li>○ If complaints are received, auditors and certifiers can have appointment revoked.</li> <li>○ Recertification process, with on-farm assessment. Certifier guidance and procedures to follow.</li> </ul>
<p><b>Farmers may not undertake required actions to have a certified FWFP by the due date.</b></p>	<ul style="list-style-type: none"> <li>○ Identify barriers to behaviour change and design strategies and actions to address these.</li> <li>○ Utilise sector and farmer networks, promote farmer champions for peer-to-peer influence.</li> <li>○ Communication strategy to inform well before required dates.</li> </ul>
<p><b>Tangata whenua may not have resourcing available to fully participate.</b></p>	<ul style="list-style-type: none"> <li>○ Discuss potential opportunities for tangata whenua participation as a package for tangata whenua to indicate interest and desired involvement and determine their priority of effort.</li> <li>○ Consider how ORC resourcing could be made available to support tangata whenua involvement.</li> </ul>
<p><b>Farmers may not undertake required actions within their certified FWFP and ongoing degradation occurs.</b></p>	<ul style="list-style-type: none"> <li>○ Invest in stakeholder engagement to co-design implementation as far as resourcing allows, leverage off farmer, industry and catchment group networks.</li> <li>○ Understand barriers to change and develop messaging, support and resources to address these barriers.</li> <li>○ Develop a Compliance and Enforcement strategy that dovetails with delivery of ORC Education and Advice.</li> </ul>
<p><b>Farmers may not understand how the FWFP system relates to the LWRP.</b></p>	<ul style="list-style-type: none"> <li>○ Provide clarity on how the FWFP fits with LWRP requirements via Comms channels.</li> </ul>

## 8. FWFP Implementation Programme





## 9. Summary of Implementation Phases





10. FWFP Implementation Timeline

Workstream and Lead	Objectives	Deliverables (overall/whole region)	June 23-Oct 2023	Nov 2023 – Feb 2024	March 2024 – August 2024	September 2024 – February 2025	March 2025 – December 2025	January 2026- mid 2027
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<b>Tangata whenua partnership</b>  Iwi, rūnaka	Give effect to He Mahi Rau Rika in FWFP implementation.  Other work undertaken between ORC and Kai Tahu is utilised.  TW are provided with the following opportunities:  <ul style="list-style-type: none"> <li>contributing to the collation of catchment context information</li> <li>preparing and delivering certifier and auditor training on catchment context – competencies for certifiers and auditors</li> <li>oversight of the system, including review and monitoring of system effectiveness, in delivering objectives and outcomes<sup>3</sup>.</li> </ul>	Kaupapa for engaging with Kai Tahu/rūnaka (process and desired outcomes, areas of interest/involvement).  Tangata whenua engagement plan (including monitoring and evaluation)	Identify related ORC workstreams/key people.  Establish Kaupapa for engaging with Kai Tahu/rūnaka.  Understand what successful engagement with Kai Tahu/rūnaka means.  Identify areas of tangata whenua interest and desired involvement.  Build steps above into implementation plan.	Dependent on outcomes of work done in early engagement phase.	Dependent on outcomes of work done in early engagement phase.	Dependent on outcomes of work done in early engagement phase.	Dependent on outcomes of work done in early engagement phase.	Dependent on outcomes of work done in early engagement phase.

<sup>3</sup> Tangata Whenua and the Freshwater Farm Plan System. A Guide for Regional Councils. MfE, 2023.

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<p><b>Stakeholder engagement and Comms.</b></p> <p>Sector groups Farmers and growers Rural professionals - farm planners/certifiers/auditors - Farm advisors/lenders Catchment Groups/collectives</p> <p>Overall responsibility: Manager Environmental Implementation and Manager Comms and Marketing</p>	<p>Give effect to He Mahi Rau Rika in FWFP implementation. Other work undertaken by ORC with stakeholders is utilised.</p> <p>Sector groups, farmers, growers, rural professionals, and catchment groups/collectives are provided with clarity on FWFP timelines and expectations.</p> <p>Sector group input into and support for ORC implementation approach is achieved.</p> <p>Sector group, rural professionals and catchment group/collective networks are used effectively for FWFP messaging.</p>	<p>Stakeholder mapping</p> <p>Stocktake of farm environment plans, assurance schemes.</p> <p>Stakeholder engagement plan (including monitoring and evaluation).</p> <p>Comms Plan</p> <p>X monthly meetings with ORC FWFP Working Group</p> <p>X meetings with sector groups</p> <p>X RP events</p> <p>X meetings/workshops with catchment collectives (catchment groups, irrigation companies).</p> <p>X direct farmer engagement meetings/events.</p> <p>Regular social media and traditional media.</p> <p>Gap analysis of resources available.</p> <p>Resources such as templates and guidelines.</p>	<p>Hold ORC FWFP Working Group monthly meetings (ongoing).</p> <p>Communicate FWFP objectives, timing and needs to community engagement team.</p> <p>Undertake stakeholder mapping (roles in FWFP delivery/interest/influence )</p> <ul style="list-style-type: none"> <li>Region-wide</li> <li>North Otago</li> <li>Lower Clutha</li> </ul> <p>Identify stakeholder objectives and outcomes.</p> <p>Identify comms. messages (including value propositions for target groups), audience, channels &amp; timing.</p> <p>Undertake gap analysis of ORC and external resources.</p> <p>Understand communications overlap alignment with other projects.</p> <p>Develop and deliver media campaign:</p> <ul style="list-style-type: none"> <li>Rural news,</li> <li>sector groups</li> <li>catchment networks.</li> </ul>	<p>Undertake stakeholder mapping (roles/interest/influence)</p> <ul style="list-style-type: none"> <li>Rest of Clutha</li> </ul> <p>Identify stakeholder outcomes (ORC and above stakeholders' desired outcomes &amp; expectations of ORC).</p> <p>Targeted communication to North Otago farmers and growers (FWFP due date, CCCV package being developed, where to get support).</p> <p>Targeted North Otago farmer workshops, in partnership with sector groups and catchment groups.</p> <p>Region wide communication ongoing.</p>	<p>Undertake stakeholder mapping (roles/interest/influence)</p> <ul style="list-style-type: none"> <li>Taieri/Taiari, Catlins</li> </ul> <p>Identify stakeholder outcomes (ORC and above stakeholders' desired outcomes &amp; expectations of ORC).</p> <p>Targeted communication to Lower Clutha farmers and growers (FWFP due date, CCCV package being developed, where to get support).</p> <p>Targeted Lower Clutha farmer workshops, in partnership with sector groups and catchment groups.</p> <p>Targeted communication to North Otago farmers (FWFP due date, CCCV package available, where to get support).</p> <p>Targeted North Otago farmer workshops, in partnership with sector groups and catchment groups.</p>	<p>Undertake stakeholder mapping (roles/interest/influence )</p> <ul style="list-style-type: none"> <li>Dunedin, Coast</li> </ul> <p>Identify stakeholder outcomes (ORC and above stakeholders' desired outcomes &amp; expectations of ORC).</p> <p>Targeted communication to rest of Clutha farmers and growers.</p> <p>Identify stakeholder outcomes (ORC and above stakeholders' desired outcomes &amp; expectations of ORC).</p> <p>Targeted communication to Taieri and Catlins farmers and growers (FWFP due date, CCCV package being developed, where to get support)</p> <p>Targeted Taieri/Taiari and Catlins farmer workshops, in partnership with sector groups and catchment groups.</p> <p>Targeted communication to Lower Clutha farmers and growers (FWFP due</p>	<p>Re-engagement with North Otago and Lower Clutha farmers and growers to assess progress and needs.</p> <p>Targeted communication to North Otago farmers and growers (FWFP due date, CCCV package available, where to get support)</p> <p>Targeted Dunedin and Coast farmer workshops, in partnership with sector groups and catchment groups.</p> <p>Targeted Taieri/Taiari and Catlins farmer workshops, in partnership with sector groups and catchment groups.</p>	<p>Re-engagement with rest of Clutha, Taieri/Taiari and Catlins farmers and growers to assess progress and needs.</p> <p>Targeted communication to Lower Clutha farmers and growers (FWFP due date, CCCV package available, where to get support)</p> <p>Targeted Dunedin and Coast farmer workshops, in partnership with sector groups and catchment groups.</p>

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			Develop stakeholder engagement plan and Comms plan.  Promote/develop resources as required.  Meetings with sector groups  RP events (potential to combine/piggyback on other events)  Community workshops with OCC, NOSLaM, NOIC, Lower Waitaki Irrigation, industry.		Region wide communication ongoing.	date, CCCV package available, where to get support).  Targeted Lower Clutha farmer workshops, in partnership with sector groups and catchment groups.		
<b>CCCV</b>  Overall responsibility:  Senior GIS Analyst, Manager Policy and Planning and Manager Science	Learnings and resources from other councils and MfE are applied effectively.  CCCV information incorporates content requirements from MfE Guidelines. <sup>4</sup>  CCCV information is compiled in a timely manner.	Project plan for CCCV workstream.  Participation in regional sector FWFP implementation forums.  Defined catchments and scale that CCCV is implemented.  Required CCCV information. CCCV gap assessment.	Develop Project Plan for CCCV workstream. Identify regional sector collaboration and information sharing opportunities and establish working relationships.  Define North Otago catchments  Identify North Otago CCCV information needed <sup>6</sup>	Undertake work to fill gaps in North Otago CCCV information according to priority and available resourcing.  Review and update North Otago CCCV package.  Define Lower Clutha catchments  Identify Lower Clutha CCCV information needed <sup>7</sup>	Undertake work to fill gaps in Lower Clutha CCCV information according to priority.  Review and update Lower Clutha CCCV package.  Define rest of Clutha catchments.  Identify rest of Clutha CCCV information needed <sup>8</sup>	Undertake work to fill gaps in rest of Clutha CCCV information according to priority.  Review and update rest of Clutha CCCV package.  Define Taieri/Taiari and Catlins catchments.  Identify Taieri/Taiari and Catlins CCCV information needed <sup>9</sup>	Undertake work to fill gaps in Taieri/Taiari and Catlins CCCV information according to priority.  Review and update Taieri/Taiari and Catlins CCCV package Define Dunedin and Coast catchments.	Refine and update CCCV packages.  Ongoing training in CCCV.

<sup>4</sup> Guidance on Preparing Catchment Context and Values Information. Table 1, p.10.

<sup>6</sup> *Ibid*

<sup>7</sup> *Ibid*

<sup>8</sup> *Ibid*

<sup>9</sup> *Ibid*

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	<p>CCCV information is engaging, and farmer focussed.</p> <p>Catchment communities' views on CCCV are incorporated. Tangata whenua views on CCCV are incorporated.</p>	<p>CCCV information prioritised list.<sup>5</sup></p> <p>New CCCV information (to fill identified gaps)</p> <p>CCCV end user design</p> <p>End user testing results</p> <p>Refined CCCV information.</p> <p>Published CCCV information.</p> <p>Certifiers and auditors trained in CCCV.</p> <p>CCCV review process developed.</p>	<p>Compile and assess gaps in North Otago CCCV information held.</p> <p>Design <b>interim</b> CCCV information for North Otago communities.</p> <p>Test <b>interim</b> North Otago CCCV package with farmers and growers.</p> <p>Publish <b>interim</b> North Otago CCCV package.</p> <p>Train North Otago certifiers and auditors in CCCV.</p> <p>Decide priority gaps to fill in North Otago CCCV information, when and how.</p>	<p>Compile and assess gaps in Lower Clutha CCCV information held.</p> <p>Design interim CCCV information for Lower Clutha communities.</p> <p>Test interim Lower Clutha CCCV package with farmers and growers.</p> <p>Publish interim Lower Clutha CCCV package.</p> <p>Train Lower Clutha certifiers and auditors in CCCV.</p> <p>Decide priority gaps to fill in Lower Clutha, when and how.</p>	<p>Compile and assess gaps in rest of Clutha information held.</p> <p>Design interim CCCV information for rest of Clutha communities.</p> <p>Test interim rest of Clutha package with farmers and growers.</p> <p>Publish interim rest of Clutha CCCV package.</p> <p>Train rest of Clutha certifiers and auditors in CCCV.</p> <p>Decide priority gaps to fill in rest of Clutha, when and how.</p>	<p>Compile and assess gaps in Taieri/Taiari and Catlins information held.</p> <p>Design interim CCCV information Taieri/Taiari and Catlins communities.</p> <p>Test interim Taieri and Catlins package with farmers and growers.</p> <p>Publish interim Taieri/Taiari and Catlins CCCV package.</p> <p>Train Taieri/Taiari and Catlins certifiers and auditors in CCCV.</p> <p>Decide priority gaps to fill in Taieri/Taiari and Catlins, when and how.</p>	<p>Identify Dunedin and Coast CCCV information needed<sup>10</sup></p> <p>Compile and assess gaps in Dunedin and Coast information held.</p> <p>Design interim CCCV information for Dunedin and Coast communities.</p> <p>Test interim Dunedin and Coast package with farmers and growers.</p> <p>Publish interim Dunedin and Coast CCCV package.</p> <p>Train Dunedin and Coast certifiers and auditors in CCCV.</p> <p>Decide priority gaps to fill in Dunedin and Coast, when and how.</p>	

<sup>5</sup> Informed by MfE guidance.

<sup>10</sup> Ibid

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<b>Integration with policy and planning</b> - RPS - PLWRP	RPS and PLWRP processes and outputs are utilised for FWFP implementation to avoid consultation fatigue and enable efficient use of ORC resources.  CCCVs integrate with regional planning and policy work on CCCVs.  FWFPs align/give effect/are integrated with RPS and PLWRP provisions.	Assessment of RPS and PLWRP process and outputs and potential alignment with FWFP implementation.  Project plan for integration of FWFP implementation with policy and planning. Including process for integrating new regulation.  Collation of CCCV policy and planning information (including central government policy).	Communicate FWFP objectives, timing and needs to policy team.  Identify RPS and PLWRP processes and outputs of relevance to FWFP implementation.  Develop project plan.  Identify and compile North Otago FMU policy and planning information. Include central government policy and region-wide policy.	Compile Lower Clutha FMU policy and planning information.	Compile rest of Clutha FMU policy and planning information.	Compile Taiari/Taiari and Catlins FMU policy and planning information.	Compile Dunedin and Coast FMU policy and planning information.	
<b>Data management</b>  Overall responsibility:  Manager Regulatory Data	Ensure a data management and reporting system that: - Integrates with existing systems (IRIS) - Enables data storage and tracking of FWFP status. Enables reporting internally, to MfE and other interested parties.	Data management system that is fit for purpose.	Data gap analysis: - Ascertain the alignment or gaps with current ORC data processes and what is required in the RMA, and needed for ORC to undertake its functions in FWFP. Understand INFDP role. Its timelines and its integration with ORC and industry plans.	Project plan for data management complete. Data storage, reporting and security project underway.  Data management project tested and reviewed.  Data management project finalised.	CCCV and farming impacts data available to the public.  FWFP data used to inform reporting.  FWFP data used for monitoring and evaluation to support topics and places that may require additional support, effort and resourcing.			

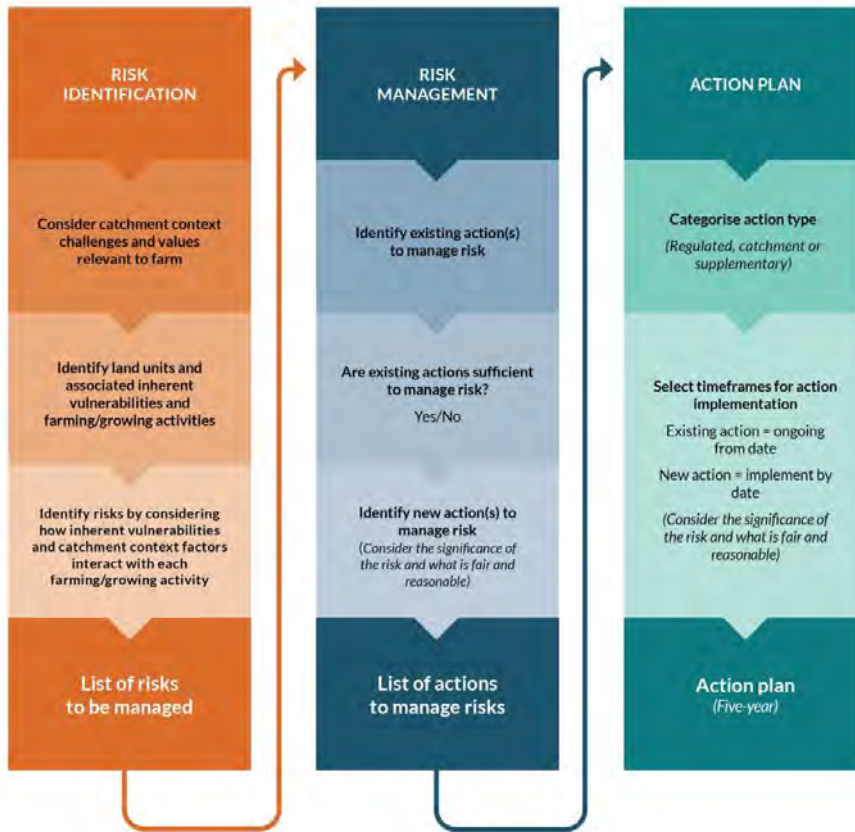
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<p><b>Certification and Auditing</b></p> <p>Overall Responsibility: Manager Compliance and Manager Environmental Implementation</p>	<p>Understand resourcing and capability available.</p> <p>Appoint certifiers and auditors.</p> <p>Develop guidance and training aligned to CCCV, PLWRP and internal government guidance.</p>	<p>X number of certifiers</p> <p>X number of auditors</p> <p>Guidance and training procedures for certifiers and auditors.</p> <p>Workshops and/or training events for certifiers.</p>	<p>Create certification strategy, including procedures, appointment process and requirements for certifiers and farmers.</p> <p>Identify and compile a list of businesses/people who are able and indicate interest in being certifiers.</p> <p>Define the amount of resourcing and capacity needed.</p> <p>Identify certifier and auditor needs.</p>	<p>Implement appointment process of certifiers.</p> <p>Training of certifiers through written guidance and workshops.</p>	<p>Trial certification process on select number of North Otago farms.</p> <p>Gain feedback on the process, adjust where required.</p> <p>Create and implement a complaints and second certification procedures and process</p>	<p>North Otago FMU certification requirement triggered.</p> <p>Communicate with farmers certification requirements and processes.</p> <p>Identify and appoint auditors.</p> <p>Training and guidance prepared and distributed to auditors.</p>	<p>Review Certification process, and progress on plans certified.</p> <p>North Otago FMU auditing requirement triggered.</p> <p>Lower Clutha FMU certification requirement triggered.</p>	
<p><b>Compliance and enforcement</b></p> <p>Overall responsibility: Manager Compliance</p>	<p>Effective policies and procedures in place for compliance monitoring and enforcement.</p>	<p>CME Strategy</p> <p>Stocktake of farm environment plans, assurance schemes.</p> <p>Policies and procedures in place for compliance monitoring and enforcement.</p> <p>Audit data management system.</p>	<p>Undertake stocktake of farm environment plans, assurance schemes.</p>	<p>Identify where FWFPs may be required.</p> <p>Undertake risk assessment to understand where compliance efforts may need to be focussed and where proactive and targeted education may be needed.</p>		<p>Make data management tool available for auditors to register farm grades.</p> <p>Targeted comms to North Otago farmers.</p>	<p>North Otago FMU due – commence compliance monitoring.</p>	
<p><b>Advice and information workstream</b></p> <p>Overall responsibility: Manager Consents</p>	<p>Advice and information requests are responded to efficiently and effectively.</p> <p>Clear and timely advice is provided</p>	<p>Triaged and allocated requests. Responses to requests, where appropriate.</p> <p>Register of requests and responses to Frequently Asked Questions</p>	<p>Identify ORC technical experts, communicate workstream needs and/or seek manager approval, where outside of ORC FWFP working group.</p> <p>Establish register of requests and responses to</p>	<p>Maintain register of requests and responses to FAQs.</p> <p>Translate FAQs and communicate through Comms. channels.</p>	<p>Maintain register of requests and responses to FAQs.</p> <p>Translate FAQs and communicate through Comms. channels.</p>	<p>Maintain register of requests and responses to FAQs.</p> <p>Translate FAQs and communicate through Comms. channels.</p>	<p>Maintain register of requests and responses to FAQs.</p> <p>Translate FAQs and communicate</p>	<p>Maintain register of requests and responses to FAQs.</p> <p>Translate FAQs and communicate through Comms. channels.</p>

Regional Leadership Committee 21 February 2024 - MATTERS FOR CONSIDERATION

Workstream and Lead	Objectives	Deliverables (overall/whole region)	June 23-Oct 2023	Nov 2023 – Feb 2024	March 2024 – August 2024	September 2024 – February 2025	March 2025 – December 2025	January 2026- mid 2027
				Feb 2024: North Otago FMU switched on	August 2024: Lower Clutha FMU switched on	February 2025: Rest Clutha FMU switched on	August 2025 Taieri/Taiari & Catlins FMUs switched on  December 2025 Dunedin & Coast FMUs switched on	
	to ORC and the community.	Scalable approaches that provide efficient ways to communicate are developed (website, field sheets, powerpoints).	Frequently Asked Questions  Establish process for translating/communicating FAQs through Comms. channels.  Translate FAQs and communicate through Comms. channels.				through Comms. channels.	

Attachment 1: FWFP Development





### 8.3. Otago Regional Council Community Survey Results 2023

**Prepared for:** Regional Leadership Committee

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**Report No.** COMS2401

**Activity:** Community: Governance & Community

**Author:** Jo Galer, Communications and Marketing Manager and Vicki Roach, Marketing and Brand Team Leader

**Endorsed by:** Richard Saunders, Chief Executive

**Date:** 21 February 2023

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#### PURPOSE

- [1] This report presents the results of the Otago Regional Council (ORC) Community Survey 2023.

#### EXECUTIVE SUMMARY

- [2] As part of the 2020/2021 Annual Plan, Councillors requested that staff initiate the delivery of a community survey for ORC. The first survey was completed in 2021, the second in 2022, the results of both these were reported to Council in December of their respective years. Action plans responding to the results of these surveys were approved by Council and actioned.
- [3] Versus Research has now completed the 2023 survey and a final report prepared. The results of the 2023 report are similar to the 2022 and 2021 reports but also show an improvement in some areas. There are several positive results/gains since 2021, mainly in the areas of reputation and information provision. The report contains the following recommendations:
- a. Continued focus on water quality and climate change initiatives and communicating the impacts of any initiatives that ORC has undertaken.
  - b. More targeted communication and engagement strategies.
  - c. Continue to improve public transport delivery.
  - d. Improve efficiency in delivery of ORC services.
- [4] A draft action plan responding to the 2023 survey has been completed for the consideration of Council. This includes actions to address the primary recommendations from Versus Research.

#### RECOMMENDATION

*That the Regional Leadership Committee:*

- 1) **Notes** this report.
- 2) **Recommends** that Council approve the 2023 ORC Community Survey Action Plan to be implemented during 2024.
- 3) **Notes** that the Otago Regional Council Community Survey will be carried out again in two years at the end of 2025 and reported to Council at the end of that calendar year.
- 4) **Notes** that progress reports on the Community Survey Action Plan will be reported to the Regional Leadership Committee at six-monthly intervals during the 2024 year.

#### BACKGROUND

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- [5] During the 2020/2021 Annual Plan process, Councillors requested that staff initiate a project to deliver a community survey for ORC.
- [6] Versus Research were engaged to deliver a community survey annually for three years commencing in 2021. The results of the first survey were reported to Council in December 2021 and the second in December 2022.
- [7] Four key recommendations were made by Versus Research at the end of the 2022 report. These were:
  - a. Focus on actions which restore confidence in ORC.
  - b. Communicate plans and initiatives for important environmental issues.
  - c. Develop an ORC brand.
  - d. Address Public Transport issues.
- [8] An action plan was developed by staff and approved by Council on the 7 December 2022. This action plan sought to address some of the recommendations made in the Versus report.

## **DISCUSSION**

### **Report back on 2022 Community survey Action Plan (implemented in 2023)**

- [9] Attachment 1 shows the progress made against the approved 2022 Community Survey Action Plan. An update was given in May 2023 to Council so the attached shows progress since then. Many actions have been completed and those that have commenced and not completed will be continued as part of broader initiatives included in the draft 2024 action plan.
- [10] A significant focus for 2023 was increasing the number of positive news stories about the organisation and sharing more about what we are doing across a wide variety of platforms. This has resulted in increased content across all ORC-owned media channels.

### **[11] Highlights of the action plan implemented in 2023 include**

The volume of communication with the Otago community significantly increased. This was achieved through a range of materials and activities, including the introduction of Te Mātāpuna (an A4 4-page newsletter for residents), a new rates brochure that accompanied 2023 rates notices, On Stream (an e-newsletter) and informative workshops on topical issues such as intensive winter grazing and Freshwater Farm Plans. This Communication was also more effective and engaging due to improved consistency in branding, how information was shared (use of channels), the use of plain language in communications and more opportunities for people to talk to staff face-to-face.

Successful Land and Water Regional Plan consultation received more than 500 submissions showing our newsletters and advertising achieved cut-through to our communities. A stronger focus on public education helped to raise awareness of pests, including lagarosiphon, rabbits and wallabies.

Improvement extends to the digital space as well: A new Environmental Data Portal allowing greater public access to monitoring information is now live, while the ORC website upgrade has moved from the design and discovery phase, with the build about to start.

There has also been a focus on public transport communications being informative and timely, on surveys we carry out, the cruise ship season and return to full fares and timetables.

### **2023 Community Survey Results**

[12] A copy of the full 2023 Community Survey report is included as Attachment 2. The results have been calculated using the methodology approved by Council on 15 September 2022. This year ORC elected to complete a smaller number of interviews than in previous years for cost saving purposes. However, the sample was structured to be similar to that of previous years with 68% of the sample collected online and the 32% collected via telephone interviewing. Online dates 16- 29 of Oct. Phone 30 Oct- 20 Nov. These dates are later than the interviewing in 2021 and 2022 to ensure data collection did not coincide with the attention focussed on the 2023 General Election.

[13] The results of the 2023 Community Survey can be summarised as largely similar to those of 2021 and 2022, with several positive results/gains since 2021. ORC's reputation measures have improved significantly this year, particularly in providing information, trustworthiness, and overall reputation. Overall satisfaction with ORC is now the highest it has been since monitoring began.

[14] **A summary of the key findings for the five sections of the survey are:**

#### **[15] Knowledge**

- a. Awareness at an unprompted level remained consistent for the past three years, with 75% of respondents correctly naming ORC as the organisation responsible for the management of the Otago region's natural resources.
- b. Both at a prompted and unprompted level ORC is most strongly associated with water-related activities 81% (particularly water quality and monitoring 64%), flood protection (68%), and public transport (66%). However, awareness of lesser-known activities has consistently increased over time. This includes reducing the risks of natural hazards, climate change adaptation, community engagement and education, and maritime safety. All but two of the prompted activity awareness have increased from 2021.
- c. As in 2022, awareness of ORC is highest amongst Dunedin respondents with an increase of 4% over the three years. This has decreased for Queenstown Lakes and Waitaki and stayed relatively the same for Clutha and Central Otago. Awareness of both ORC and the roles it undertakes is significantly higher amongst ratepayers and those who are over the age of 65 years. It remains markedly lower amongst non-ratepayers and those under the age of 40 years.

#### **[16] Expectations**

- a. Respondents' views of the Otago region's environment have remained similar to those seen in 2021 and 2022. Water continues to be the most significant environmental issue facing the Otago region (39%), followed by climate change (18%) and land/coastal erosion (9%).
- b. While a significant proportion of respondents note that water quality in the region is deteriorating, most respondents state that air quality, land-based environments, and coastal resources remain unchanged or are improving.

- c. There is increasing concern about climate change this year, up 4% with key concerns relating to the impact on the broader environment, the urgency of the issue, and the fact that actions have a global effect, not simply a regional impact.
- d. This year 19% of respondents rate ORC's response to the environmental issue they identified as excellent, 40% rate it as average, and 26% rate the response poorly. These results show a significant increase (5%) in positive ratings from the 2022 results and a significant decline in poor ratings (down 4%).
- e. The perceptions of the environmental response are highest amongst respondents in Central Otago and lowest amongst respondents in Waitaki. There is a significant increase in the proportion of excellent ratings amongst respondents in Dunedin (19%, an increase of 8% since 2022) and Central Otago (27%, an increase of 15% since 2022) this year.
- f. This year, strong and improved ratings are seen for ORC's response to water quality issues (20%, an increase of 6% since 2022), climate change (23%, increase of 8% since 2022), and flood control (34%, increase of 28% since 2022). There is a decline in the negative ratings of ORC's response to pollution (12%, decrease of 26% since 2022) and an indicative increase in average and positive ratings on this issue. However, there is a decline in the views of ORC's response to forestry issues. 1-3 rating increased 36-46%.
- g. When looking at reasons for respondent's ratings of ORC's response to environmental issues, there is a strong perception that ORC is taking action on these issues. However, there is a need for greater urgency with these actions. In particular, those who rate ORC's response poorly feel that ORC is not stopping the root cause of the issues and that there needs to be greater environmental change.

[17] **Services**

- a. Use of ORC's services has increased this year, with just under half (48%) of respondents not using any ORC services (53% in 2022, 61% in 2021) While service use has increased across the board, there has been a significant increase in the use of the bus this year. Public bus services (36%), followed by using the ORC website (23%), inquiring about ORC's rules (7%), applying for resource consents (5%), or using the pollution hotline (3%).
- b. Positively, there are increases in respondents' satisfaction ratings of the services they use. In particular, satisfaction ratings with the bus service nearly returning to levels seen in 2021, while 2021 vs 2023 increases are seen for the Pollution Hotline (24-65%), ORC website (59% in 2022- 64% 2023), resource consent application (51-64%), and inquiries about ORC's rules (29-51%). Most service ratings are the highest they have been at since monitoring began, with dissatisfaction at the lowest levels since monitoring began.
- c. Most of the reasons for dissatisfaction with the bus service relate to timing. At the same time, dissatisfied website users could not find the information they were after. Respondents perceive challenges with inquiring about ORC's rules relating to staff knowledge. Dissatisfied respondents also note the resource consent processes could be faster and more efficient, while the main complaint about the Pollution Hotline is the lack of action about the complaint.

[18] **Performance**

- a. Respondents' perceptions of ORC's performance around environmental protection and management have shown some growth in positive ratings, with the proportion

of residents who rate ORC's performance as excellent on several measures, the highest since monitoring began.

- b. The highest rating is for protecting and managing the region's air quality (35%), followed by protecting and managing the region's waterways (34%). Management of water quality, effective management of land-based activities, and management of coastal resources have all improved by 2% - 3% over time, while ratings for managing the region's air quality have improved by 5%. These improvements have been mainly seen amongst respondents from the Central Otago district.
- c. There is limited change in the results on ORC's delivery, with excellent results sitting between 22% and 33% across the different measures. Respondents provide the highest ratings for ORC's role in protecting the environment and people through information (33%). There is an increase in the positive ratings from respondents in Central Otago, particularly for ORC's work protecting the environment and people, making the region livable, and generating connections across the region.
- d. There are significant improvements in ORC's reputation measures, with three of the five measures significantly higher than previous years. Again, these increases are seen most significantly amongst respondents from the Central Otago district. This year, significant increases in agreement are seen for the information that ORC provides (37-41%), ORC's trustworthiness (30-35%), and ORC having a good reputation (25-29%). The lowest level of agreement is seen for ORC providing value for money for residents. However, this is similar to results for 2021 and 2022.
- e. Overall satisfaction is significantly higher than in 2022 and is the highest since monitoring commenced. Notable decreases are seen in negative mentions of ORC's performance, particularly around ORC being a poor organisation, lacking communication, and reports of dysfunctional in-fighting amongst councillors.

[19] **Engagement**

- a. The most common source of ways to access news media (a list was provided) is online (65%), followed by watching news on television or reading news on a phone (54% each). 36% of respondents note that they read online community news and events apps and 29% state they listen to radio advertising.
- b. Younger respondents are more likely to use social media to access news, while those aged between 40 and 64 years are more engaged with community news. Traditional media forms (radio, television news, and printed newspapers) are still preferred by older respondents although, around one third of respondents in this age group will use app-based solutions for their news.
- c. Information about ORC is increasingly sourced from newspapers, particularly the online form of the ODT. However, online, and social media are the preferred channels for information about ORC. In saying this, media consumption is strongly correlated with age. This year sees a decrease in the proportion of respondents who source their information about ORC directly from ORC.
- d. Perceptions of ORC's information provision increased this year and results are now at the highest level they have been since monitoring commenced. Overall satisfaction with the information ORC provides increased from last year and is now 6% higher than when monitoring started in 2021. This year sees increases in the positive ratings for all measures, with the largest increase seen for the trustworthiness of the information (45%, now 6% higher than 2022). Agreement that the information from ORC is credible (44%) and easy to access (37%) increased 3% and 4% respectively.

- e. This year sees a continued increase in the proportion of respondents satisfied with the information they receive, with satisfaction at the highest level since monitoring commenced.
- [20] Versus Research have made **four key recommendations** at the end of their report which should be considered when developing future communications, strategies and initiatives.
- a. Continued focus on water quality and climate change initiatives and communicating the impacts of any initiatives that ORC has undertaken.
  - b. Targeted communication and engagement strategies.
  - c. Continue to improve public transport.
  - d. Improve efficiency in service delivery.
- [21] **2023 Community Survey Action Plan (to be implemented 2024) – Draft:** A copy of the draft 2023 Community Survey Action Plan is included as Attachment 3. This draft action plan addresses the four key recommendations from Versus Research. It also carries over several actions from the 2022 plan which require ongoing work.
- [22] The plan includes a number of actions for the Communications and Marketing team, working in conjunction with other teams across the organisation. The primary purpose of these actions is to ensure that the community have a greater understanding of the work being carried out by ORC.
- [23] Progress on the actions within the plan will be reported to the Regional Leadership Committee throughout the 2024 year. This will include seeking direction from the Committee on specific actions within the plan.

## **OPTIONS**

### **There are three options available to Council**

- [24] Option 1 Council approves the draft action plan.

#### Advantages

- a. Delivering the action plan will respond directly to the findings of the 2023 ORC Community Survey.
- b. Delivering an action plan will ensure a return on the investment made in the Community Survey programme.
- c. Actions contained within the draft plan are within current work programmes and budgets. There is no additional funding required to deliver these actions.

#### Disadvantages

- a. There are no identified disadvantages associated with delivering the draft action plan.
- [25] Option 2 Council approves the draft action plan with changes.
- The advantages and disadvantages of this option are considered the same as option 1.
- [26] Option 3 Council does not approve the draft action plan.

#### Advantages

- a. There are no identified advantages of not delivering an action plan in response to the community survey.

#### Disadvantages

- a. Not approving an action plan for delivery will miss an opportunity to improve the public perception of ORC.
- b. Not delivering an action plan in response to the community survey will lead to no return on investment from the Community Survey programme.

### CONSIDERATIONS

#### Strategic Framework and Policy Considerations

- [27] Developing an action plan in response to the findings of the Community Survey will assist ORC in achieving the vision and commitments contained within the strategic directions.

#### Financial Considerations

- [28] There are no financial considerations associated with this report. Actions contained within the draft plan are included within existing budgets.

#### Significance and Engagement

- [29] The decision sought by this report is not considered significant when reviewed against He Mahi Rau Rika.

#### Legislative and Risk Considerations

- [30] There are risk considerations associated with not approving a Community Survey Action Plan. It is important for Council to be seen to respond to the feedback we receive from the community.

#### Climate Change Considerations

- [31] There are no climate change considerations associated with this report.

#### Communications Considerations

- [32] The Communications and Marketing Team are identified as the lead team for a number of the actions contained within the draft Action Plan.

### NEXT STEPS

- [33] If Council approves the draft plan staff will continue or commence work on the actions contained within it.

### ATTACHMENTS

1. ORC Community Survey Action Plan 2022 - Progress Report for council Jan 2024 [8.3.1 - 5 pages]
2. ORC Community Survey Report 2023 DRAFT UPDATED [8.3.2 - 87 pages]
3. ORC Community Survey Action Plan 2023 Draft for council [8.3.3 - 4 pages]





## ORC Community Survey Action Plan Implemented in 2023 - Jan 2024 Update

Ref	Description	Area of Focus Link to recommendations	Teams Responsible/ Status as at Jan 24	Details/ Next steps
1	Work on a bi-monthly newsletter in the community newspapers — (replaces Waterlines) uses content from On Stream and other sources.  Tell more positive stories about ORC staff and their work	Knowledge: Activity Awareness Perceptions: Performance	Comms and MKTG <b>Complete</b>	<ul style="list-style-type: none"> <li>3 issues of Te Mātāpuna (A4 4-page newsletter) have been distributed, with the most recent issue 4 Feb. This has been well received and stories show the community the breadth of our services and snapshots of the great work ORC does alongside the community. We have had positive emailed feedback from ratepayers on this trial initiative.</li> <li>The Communications team alongside many teams throughout ORC have done many proactive media releases, supplied video and images to media, taken opportunities for roving comms eg Comms staff and Catchment advisers attending events, getting photos, sharing with media, eg LWRP events and maximising coverage.</li> </ul>
2	Work with Corporate Team to create a publicly accessible graphics summary of a quarterly 12-page performance report. Simplify and highlight key results and make more engaging.	Perceptions: Performance Knowledge: Activity Awareness	Comms and MKTG Corporate <b>Complete</b>	<ul style="list-style-type: none"> <li><a href="#">Quarterly summary   Otago Regional Council (orc.govt.nz)</a></li> <li>The intention is to update this, quarterly, going forward. This has been put on hold due to staff leaving but we will look at picking this back up.</li> </ul>
3	Work on a rates brochure to go out with 2023 rates notices providing a greater level of information to rate payers on the role of ORC	Knowledge: Activity Awareness Perceptions: Value for money	Comms and MKTG Corporate <b>Complete</b>	<ul style="list-style-type: none"> <li>This tri-fold brochure went out was the 2023 rates and was a great way of providing ratepayers information on how rates work and what it is spent on. We intend doing this again with the rates in 2024. This initiative worked well in conjunction with Corporate and Customer Experience Team's efforts to guide ratepayers through paying their rates and ensure more signed up to online services. Marketing designed a new rates notice that assisted with this goal.</li> </ul>
4	Wānaka A&P Show — Create an engaging stand that showcases what ORC does/the value added and helps people talk face to face with staff and councillors and share information – use as a template for future shows.	Perceptions: Services Knowledge: Activity Awareness Engagement	Comms and MKTG <b>Complete</b>	<ul style="list-style-type: none"> <li>Great public participation which was well supported by staff and Councillors.</li> <li>Engagement from the public was high with strong interest in pest control (rabbits, wilding pines) and consent queries. A great opportunity to highlight to the public everything we do.</li> <li>EIT have also attended several smaller shows.</li> <li>Comms and Marketing have developed a show kit which can now be used for future.</li> </ul>
5	Build up Stakeholder Engagement lists with teams throughout the organisation. Engage with councillors for their community knowledge.	Engagement	Comms and MKTG <b>In progress/ ongoing</b>	<ul style="list-style-type: none"> <li><b>No significant updates since May.</b></li> <li>Communications continues to build up stakeholder lists they have access to.</li> <li>Needs to be more work on central lists and how these are used by everyone at ORC, especially feeding back using emails provided as part of consultation exercises. We envisage this would be working with the new stakeholder engagement advisor in Andrea's team.</li> </ul>

6	Develop ORC Brand — Strategy around consistency in messaging. Visual identity, style guide etc. Templates for channels Understand audience preference for receiving info	Delivers against all areas	Comms and MKTG In progress/ ongoing	<ul style="list-style-type: none"> <li>• There has been a noticeable improvement in consistency in messaging and the way our brand is associated with all the work we do eg summer recreation efforts. More teams are reaching out to communications to help and check in.</li> <li>• Comms team successfully trialled harvesting email addresses for LWRP engagement and as well as using Onstream, used direct email updates at the end of 2024 to an extensive list to update submitters on the progress of the plan.</li> <li>• Tiaki now hosts templates, logos and how to use- adding to these templates will be ongoing. IT is working on adding templates directly into PowerPoint and Word</li> <li>• Communications has implemented Plain Language workshops and will continue to roll these out. Writing style guide in progress.</li> </ul>
7	Develop ORC Brand — look at a strategy around messaging and content relating to role and activities. Look at all the areas we need to promote, tie in with other actions regarding communication. Have a content calendar so we are promoting beyond water.	Delivers against all areas	Comms and MKTG In progress/ ongoing	<ul style="list-style-type: none"> <li>• No significant updates since May.</li> <li>• Communications and Marketing completed strategy workshops in May to cover this and will then tie this into ORC wider values and strategic direction documents.</li> <li>• All our communication work is being put into a Spreadsheet and discussed weekly, so there is holistic view of what projects are happening that are evaluated and implemented effectively.</li> <li>• Social media and Onstream have improved in ensuring the consistency, tone and content is representing all areas of ORC and is repurposes across channels. We are producing more stories around our staff/councillors and what they are doing for the environment.</li> </ul>
8	Work with Compliance team to create our own news reel for Facebook (like Waikato Regional Council) that includes photographs/ video of incidents we investigate and commentary around the sorts of rules being broken.	Knowledge: Awareness Perceptions: Services	Compliance Comms and MKTG In progress/ ongoing	<ul style="list-style-type: none"> <li>• This is still in progress, but social media has profiled compliance issues as they arise, and some have been covered in Mainstream media. An example is the issues with sediment and discharges in Queenstown, we used social media to garner public assistance, we have fed back the results and that this has been a two-way process that has worked well on FB in particular.</li> </ul>
9	Proactively advertise the existence of the Pollution Hotline service and highlight some of the excellent info or 'saves' we have received from this with an advertising campaign on mainstream media and digital channels, e.g., FB. Also include Q and A's about pollution topics.	Knowledge: Awareness Perceptions: Services	Compliance Comms and MKTG Complete although ongoing	<ul style="list-style-type: none"> <li>• We have on social media and onstream promoted the pollution hotline service via phone reporting. On our new website, we have further plans to promote online reporting to suit audiences who prefer to interact this way.</li> <li>• We also have a new section to show environmental incidents on our new website and keep these updated with outcomes where possible.</li> </ul>
10	The Environmental Implementation Team will be partnering with the MPI to raise the profile (and ORC's role) in managing biosecurity threats — namely wilding conifers and wallabies. Further community and engagement strategies will be developed and implemented.	Knowledge: Awareness Perceptions: Services	Environmental Implementation Complete although ongoing	<ul style="list-style-type: none"> <li>• The EI team has made great progress in working with the Comms and Marketing team and MPI and raising the profile of ORC's role in managing Biosecurity threats.</li> <li>• The Wallaby comms plan has raised the profile of this pest. Two TV news items have raised the profile of this issue, along with marketing and comms on our owned channels. MPI is seeing more reporting's being made. We have great coverage of the tracker Wallaby's across all national media.</li> </ul>

				<ul style="list-style-type: none"> <li>For Wilding Conifers, the comms are generally led by the community groups with MPI and ORC having input and final approval. The Wilding Conifer strategy has been prepared has been endorsed in 2023</li> <li>Also information about new and emerging pests and sit reps about these are regularly profiled now in Onstream ,s ocial media and Te Mātāpuna. Eg Gold Clam.</li> </ul>
11	Work with the Environmental Implementation Team to raise the profile of pest control through videos and photo-stories promoted in community newspapers and mainstream media, plus social media.	Knowledge: Awareness	Environmental Implementation Comms and MKTG Complete although ongoing	<ul style="list-style-type: none"> <li>The wallaby comms plan 22-23 has been actioned as above. We are currently working on a banner to use at events, bumper stickers and a digital campaign thanks to funding from MPI Tipu Mātoro.</li> <li>Rabbits communications plan with rabbit education videos completed.</li> <li>Pest of the month (e.g. Egeria, Lagarosiphon, Wallaby) pushed through google advertising, social posts and onstream</li> <li>Rooks' brochure completed.</li> </ul>
12	Work proactively with the Natural Hazards team and media that have broad-ranging and in-depth environmental reporting to raise awareness among communities and more widely in NZ of the problems and solutions needed to address concerns in high risk areas, e.g., Glenorchy/Head of the Lake (HoTL) and South Dunedin Future (SDF)	Knowledge: Awareness	Natural Hazards Comms and MKTG In progress/ more to do	<ul style="list-style-type: none"> <li>Media success: Media uptake success Long-form reporting on the Glenorchy hazards on RNZ and also in their Rural News.</li> <li>Continued monthly Glenorchy newsletter writing, editing and dissemination for HoTL . Glenorchy is work in progress, with assistance on survey and the newsletter to residents.</li> <li>Attended and canvassed community at South Dunedin Street Festival and South Dunedin Community Network Hui in March 2023</li> <li>Working on SDF science communication collateral and a successful mailout outlining the science that went into South Dunedin homes and premises. And new web materials have been made available.</li> <li>Collaborate with SDF team on engagement and communication on natural hazards, climate change and adaptation</li> <li>Recent major reports into South Dunedin future in December and January have shown effective collaboration between ORC and DCC in the communications and marketing space, with ORC raising its profile in this space due to more involvement at a comms and marketing level in the project.</li> </ul>
13	Raise general awareness of resource consents process with public (attendance at events, social media)	Knowledge: Awareness Perceptions: Services	Resource Consents Environmental Implementation Comms and MKTG In progress	<ul style="list-style-type: none"> <li>Environmental Implementation, Communications and Consents teams have worked together to educate the public on IWG, the next workshops are about to begin.</li> <li>Fresh Water Farm plans workshops and communications have started to roll out</li> <li>Information on the website, media releases, social media and paid digital ads promoting events and educating have helped.</li> <li>Promotion of the consents team as contacts for one-on-one communications.</li> <li>ORC ran two Dairy Effluent events last year (catchments, consents and compliance) and Dairy NZ are following up this year with an on-farm event, with ORC speaking. We hope to continue promoting and raising awareness of Animal Effluent requirements and will run an ORC led event again this winter.</li> </ul>

14	Project to improve and re-design our website and user experience Content cleanout- Go through and reduce duplications, out of date content, write for web and mobile first	Knowledge: Awareness Perceptions Engagement	Comms and MKTG In progress/ ongoing	<ul style="list-style-type: none"> <li>• Great progress has been made on this</li> <li>• The discovery and design phase are complete with the Sterring group, ELT, Councillors all happy with the direction things are going.</li> <li>• Build is about to start in February with planned live date of June.</li> <li>• Content review is well underway to simplify and ensure information in relevant, up to date and engaging.</li> </ul>
15	Work collaboratively with public transport providers to improve the level of communication around services and service disruption.	Perceptions: Services Engagement	Public Transport Comms and MKTG In progress/ ongoing	<ul style="list-style-type: none"> <li>• The transport team working with Communications and Marketing team has made significant progress in communicating all things bus related during a very busy 2023.</li> <li>• Communications, public transport, and customer experience worked closely together to react quickly to passenger communication demands with timely accurate information. Return to full fares and full timetable campaigns were implemented across both centres and across multiple channels.</li> <li>• Successful public feedback following strong promotion efforts of the Queenstown PT business case survey and a Mosgiel bus survey was carried out.</li> <li>• Successful communications and marketing on fare price changes throughout the year were carried out, including the launch of Community Connect subsidies.</li> <li>• Communications and marketing about new bus routes and updates to bus stops was also carried out across Dunedin and Queenstown.</li> <li>• Communication around cruise ship season improved, working with Port, Community groups and library helped get the messages out.</li> <li>• Ongoing regular newsletter and community newspaper updates throughout the year.</li> <li>• Communications about roadworks creating changes to bus stops in Dunedin Bus Hub.</li> <li>• Currently working on Dunedin Orientation O-Week tent city, Back to School campaign, Electric bus introduction and marketing and Regional Land Transport Plan, and planning for e-stops, changes to Community Connect subsidies</li> </ul>
16	Initiate a video Marketing campaign to increase bus patronage in Dunedin and Queenstown	Perceptions: Services Engagement Awareness	Public Transport Comms and MKTG On hold	<ul style="list-style-type: none"> <li>• Due PT having a very busy 2023 and start of 2024 this is on hold.</li> </ul>
17	Planned community engagement around meaning of wellbeing in Otago	Engagement	Strategy Complete	<ul style="list-style-type: none"> <li>• This report was completed and reported to council. This achieved good pick up in local news media following a media release, and a positive ODT editorial plus positive feedback from TLAs.</li> </ul>

18	Youth engagement (e.g., attendance at careers fairs, graduate programme, school visits)	Knowledge: Awareness Engagement	People and Culture In progress/ ongoing	<ul style="list-style-type: none"> <li>• Ongoing school visits</li> <li>• EIT and Enviroschools have started to do some planning in this area.</li> <li>• Excellent promotion in news media and on social media of two 21<sup>st</sup> milestones for Enviroschools in both Dunedin and Queenstown.</li> </ul>
19	Complete the update of the ORC Environmental Data Portal and deliver the associated communications plan.	Knowledge: Awareness Perceptions: Services	Environmental Data Comms and MKTG Complete although ongoing	<ul style="list-style-type: none"> <li>• Great job launching the new Environmental Data Portal. It was well supported with public webinars.</li> <li>• The communications plan was effective and had meaningful engagement. Website updates, social and digital advertising, onstream, print advertising, how to videos and guide/booklet, Wanaka A&amp;P Show presence. This will need continued communications profile as rain events occur in the coming year, to ensure that people can use this portal and understand how it works.</li> </ul>



# Otago Regional Council Community Survey

December 2023

versus

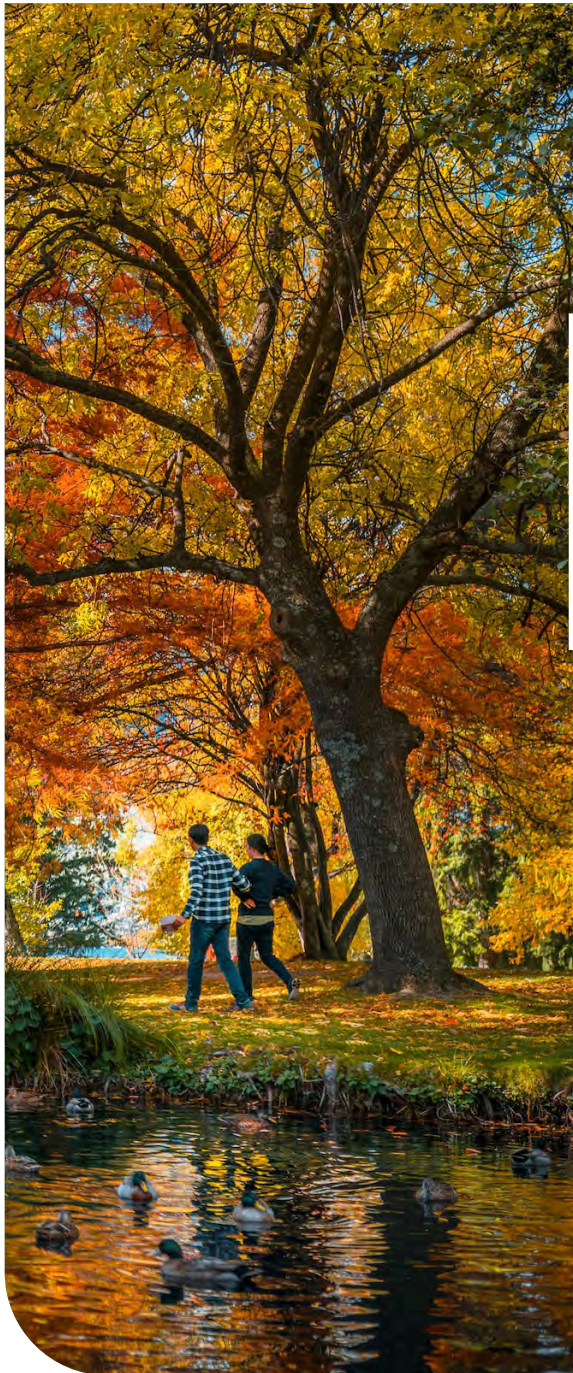


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# Overview

# Background

Otago Regional Council (ORC) is the local authority responsible for the management and monitoring of the natural resources in the Otago region, and involves the delivery of regional based outcomes to different communities.

As part of its ongoing commitment to delivering to the community's expectations, ORC undertakes a survey of residents in the region to explore how it can best engage with residents.

The aims of the survey are:

- To provide an understanding of what the community knows about ORC (knowledge).
- To explore what matters to the community and what it expects from ORC (expectations and delivery on environmental issues).
- To provide an understanding of how ORC is perceived by the community in terms of service delivery and reputation (perceptions).
- To provide an understanding of how the community wants to engage with ORC (engagement).

This work is used to improve understanding and practices at ORC through increased:

- Understanding of what the community values.
- Clarity around perceptions of ORC.
- Understanding of the community's expectations of ORC.

This work is used to support policy development and increased information-based decision-making at ORC.

The project was previously completed in 2021 and 2022. This report presents the findings from 2023, which is the third year of data collection.

# Method

## Data Collection

This work was completed via a quantitative survey utilising a dual-method approach to data collection involving online and telephone interviewing. A total of n=1,102 interviews were completed across the two data collection methods. This year ORC elected to complete a smaller number of interviews than in previous years for cost saving purposes. The sample was structured to be similar to that of previous years with 68% of the sample collected online and the 32% collected via telephone interviewing.

## Online Interviewing

The first phase of this work was completed by online interviewing and aimed to capture a breadth of respondents from across the region. This component was completed through a third-party panel provider (Consumer Link) and resulted in a total of n=750 completed surveys. This phase was completed between the 16th of October and the 29th of October.

## Telephone Interviewing

The second phase of this work was completed by telephone interviewing through Auckland-based call centre Symphony Research. The telephone interviewing was employed to target areas which were not sufficiently covered in the online phase of this work. This stage resulted in n=352 completed surveys and was undertaken between the 30th of October and the 20th of November 2023. These dates are later than the interviewing in 2021 and 2022 to ensure data collection did not coincide with the 2023 General Election (14th October)\*.

A breakdown of the areas achieved by each data collection method is shown in the table below. It should be noted that the area breakdown is disproportionate to the district profile, i.e., smaller districts are over represented. This was a deliberate design feature to ensure that sufficient sample was achieved in each individual district. These skews have been accounted for in the weighting of the final dataset.

## Sample Breakdown by Data Collection Method

Method	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Online interviewing	125	104	104	342	75	750	1,057	1,084
Telephone interviewing	65	86	86	0	115	352	643	616
Total	190	190	190	342	190	1,102	1,700	1,700

*\*In 2021 online interviewing was completed between the 6<sup>th</sup> and 30<sup>th</sup> of September and telephone interviewing was completed between the 27<sup>th</sup> September and 20<sup>th</sup> October. In 2022 online interviewing was completed between 6<sup>th</sup> September and the 30<sup>th</sup> of September and telephone interviewing was completed 27<sup>th</sup> of September and the 22<sup>nd</sup> of October*

# Method

## Margin of Error

Margin of error (MOE) is a statistic used to show the amount of random sampling error present in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE. The final sample size for the study was n=1,102. This gives a maximum margin of error of +/-2.96% at the 95% confidence interval. That is, if the observed result on the total sample of n=1,102 is 50% (point of maximum margin of error), then there is a 95% probability that the true answer falls between 47.04% and 52.96%. The margin of error associated with the different sample sizes in this project are shown in the table below.

Sample size	Territorial Authority	Maximum Margin of Error at the 95% confidence interval
n=190	Waitaki, Central Otago, Clutha, Queenstown Lakes	+/-7.1%
n=342	Dunedin	+/-5.3%

## Weighting

Weightings have been applied to the final dataset to ensure the sample is representative of the population. Weighting is a common practice in research and is used to ensure different audiences are neither under nor over-represented in the final data set. That is, each demographic and geographic

group proportionately reflects the Otago region's population. This project utilises a rim weighting approach which is based on the geographic and demographic proportions for the Otago region as a whole. These proportions are taken from the 2018 Census and are provided in the appendix.

## Significance Testing

Significance testing has been applied to the results. This is indicated through green shading. Within the charts and tables the shading indicates if the result for 2023 is significantly higher or lower than the result for 2022. This is indicated through green shading on the 2023 result.

## Questionnaire

The questionnaire was designed in consultation with ORC and focussed on the core areas of knowledge, perceptions, expectations, and engagement. The survey was on average 20 minutes in length. A copy of the survey can be found in the appendix.

# Sample Structure

Key sample metrics by area are shown in the tables below. Comparisons to total results from 2021 and 2022 are shown in the columns to the right of each table. Other sample questions are included in the appendix.

## Gender

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Male	41%	48%	43%	55%	43%	47%	52%	41%
Female	59%	52%	57%	45%	57%	53%	48%	59%

## Age

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Under 39 years	13%	11%	21%	34%	21%	22%	24%	24%
40-64 years	55%	50%	46%	31%	46%	43%	46%	46%
65+ years	32%	39%	33%	36%	33%	35%	30%	30%

*Which of the following best describes you?*

*Which of the following age groups are you in?*



# Sample Structure

## Ethnicity

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
NZ European/ Pākehā	92%	91%	84%	91%	91%	90%	89%	90%
Māori	3%	5%	4%	4%	6%	4%	4%	5%
Pasifika	1%	0%	1%	1%	1%	1%	1%	1%
Asian	1%	1%	7%	4%	2%	3%	4%	3%
Another ethnicity	4%	5%	7%	5%	3%	5%	5%	4%
Prefer not to say	2%	2%	1%	1%	0%	1%	1%	2%

*Which of the following best describes you?  
Multiple choice response, answers will add to more than 100%*

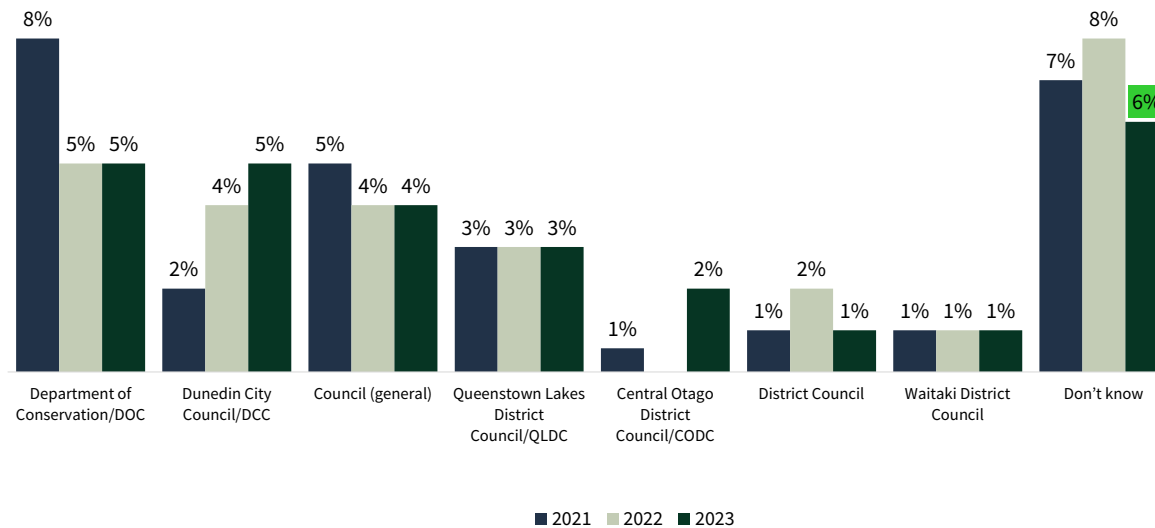


# Knowledge

# Top of Mind Awareness

Respondents were asked which organisation was responsible for the management of the region’s natural resources. Responses were collected verbatim and coded into groups after data collection. This year 75% of respondents correctly name ORC as the organisation responsible for the management of the Otago region’s natural resources. This level of awareness has remained consistent since monitoring commenced. Other organisations named by respondents include the Department of Conservation and individual territorial authorities. This year there is a slight decline in the proportion of respondents who do not know which organisation is responsible for the management of the region’s natural resources.

## Additional items mentioned



75% correctly named ORC  
75% in 2022  
75% in 2021

Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources?  
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
Some respondents mentioned more than one organisation so % will add to more than 100%.  
Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.


# Top of Mind Awareness

This year awareness of ORC as the organisation responsible for managing the region’s natural resources is highest amongst those in Dunedin City and lowest amongst those in Queenstown Lakes and Waitaki. This trend has remained consistent over time, although awareness in Queenstown Lakes has decreased over time. Awareness is typically higher amongst respondents who are older, born in New Zealand, and who pay rates.

## Top of mind awareness: by area

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	190	190	190	342	190
2023	<b>62%</b>	71%	<b>56%</b>	<b>85%</b>	76%
2022	73%	73%	65%	79%	74%
2021	67%	70%	68%	81%	74%

## Top of mind awareness: by demographics



**Highest awareness amongst those:**

- Aged 65+ years 90%
- Born in New Zealand 78%
- Pākehā 77%
- Ratepayer 83%
- Older, no children 84%

**Lowest awareness amongst those:**

- Under 39 years 64%
- Not born in New Zealand 60%
- Asian 53%
- Non-ratepayers 51%
- Younger, no children 63%

*Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources?  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
 Some respondents mentioned more than one organisation so % will add to more than 100%.  
 Green text indicates the 2023 result is significantly higher or lower than the 2022 result.*

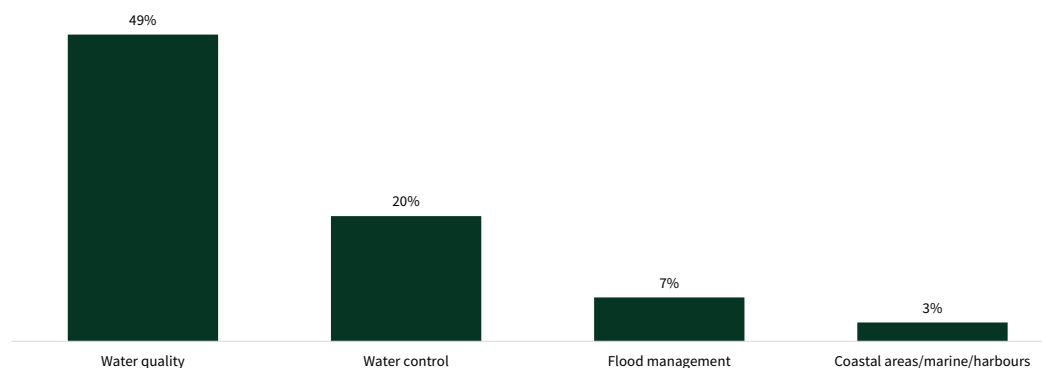
# Activity Awareness

Respondents were asked to name the activities ORC undertakes. These responses were recorded verbatim and coded after data collection.

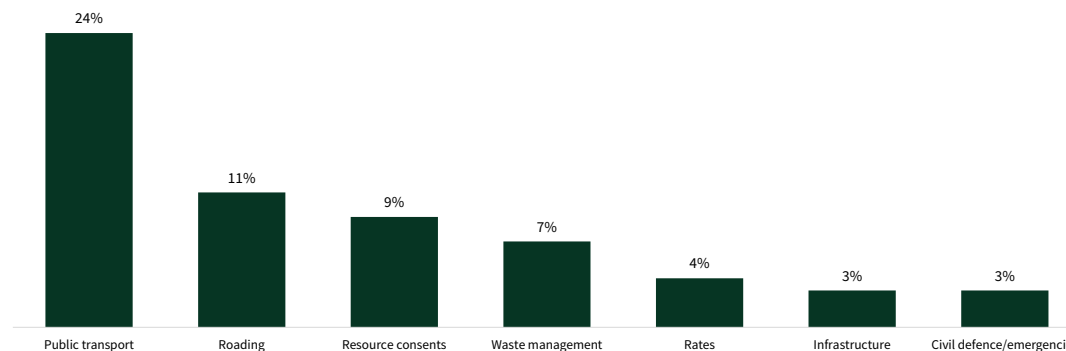
This year, 64% of respondents state that ORC is involved with water within the region, particularly water quality and water control. This has remained consistent year on year.

A total of 43% of respondents associate ORC with operational activities in the region, mostly public transport, roading, and resource consents. The proportion of respondents who associate ORC with these activities has declined significantly since 2022 (currently 43%, a decline of 6% from 49%).

Water: Net 64% (2022 Net 61%, 2021 Net 64%)



Operational: Net 43% (2022 Net 49%, 2021 Net 51%)

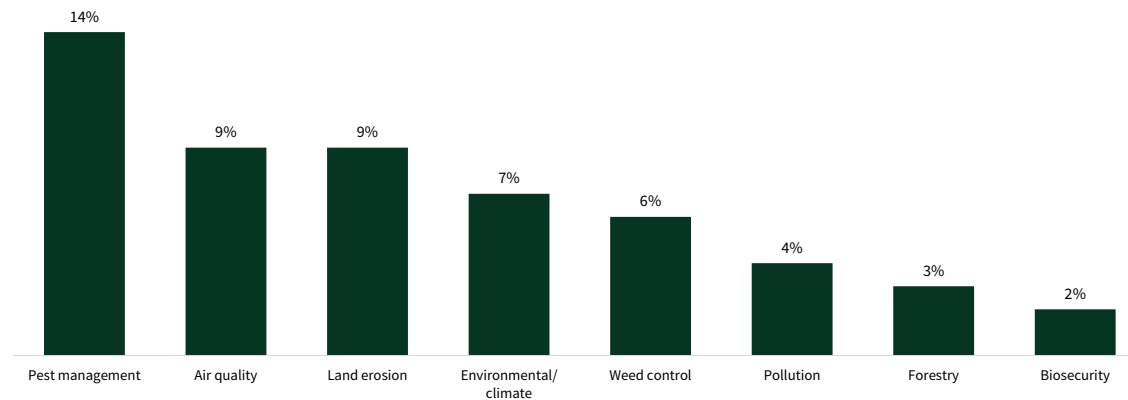


*Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts. Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in.*  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
 Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

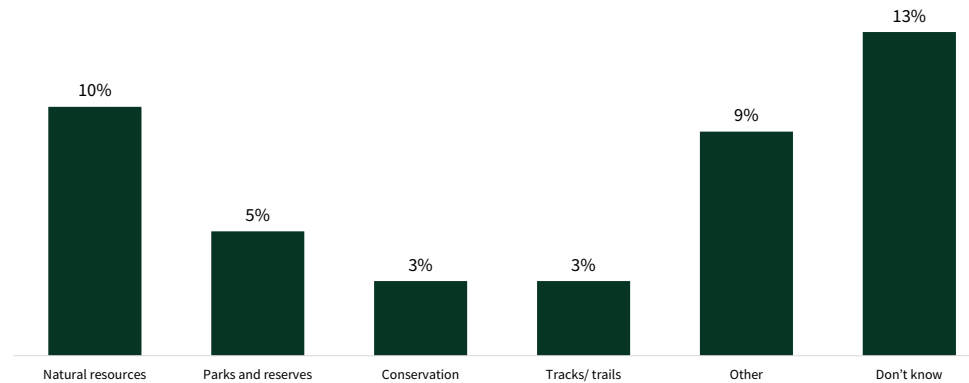
# Activity Awareness

Thirty five percent of respondents associate ORC with air and land activities in the region, while 17% of respondents associate ORC with activities relating to the natural environment. Both of these proportions have remained consistent since 2021.

Air and land: Net 35% (2022 Net 38%, 2021 Net 37%)



Natural environment: Net 17% (2022 Net 15%, 2021 Net 15%) & Other



Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts. Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in.  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102




# Activity Awareness

Awareness of the activities ORC undertakes is highest amongst respondents from Dunedin and lowest amongst those in Queenstown Lakes. Respondents who are older or who are ratepayers have much higher awareness of a number of ORC undertakes in the region, while younger respondents who are not ratepayers have much lower awareness.

## Activity awareness: by area (net)

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
Sample size	190	190	190	342	190
Water	56%	71%	58%	67%	61%
Operational	30%	35%	40%	49%	33%
Air and land	32%	41%	31%	36%	32%
Natural environment	17%	20%	21%	16%	12%
Other	16%	12%	12%	5%	22%
Don't know	20%	12%	22%	9%	16%

## Activity awareness: by demographics (net)



**Water highest amongst those:**

- 65+ years 78%
- Pākehā 67%
- Ratepayers 70%
- Older, no children 75%

**Air and land highest amongst:**

- 65+ years 48%
- Ratepayers 39%
- Older, no children 44%

**Operational highest amongst:**

- 65+ years 53%

**Natural environment:**

- No significant differences

**Don't know highest amongst:**

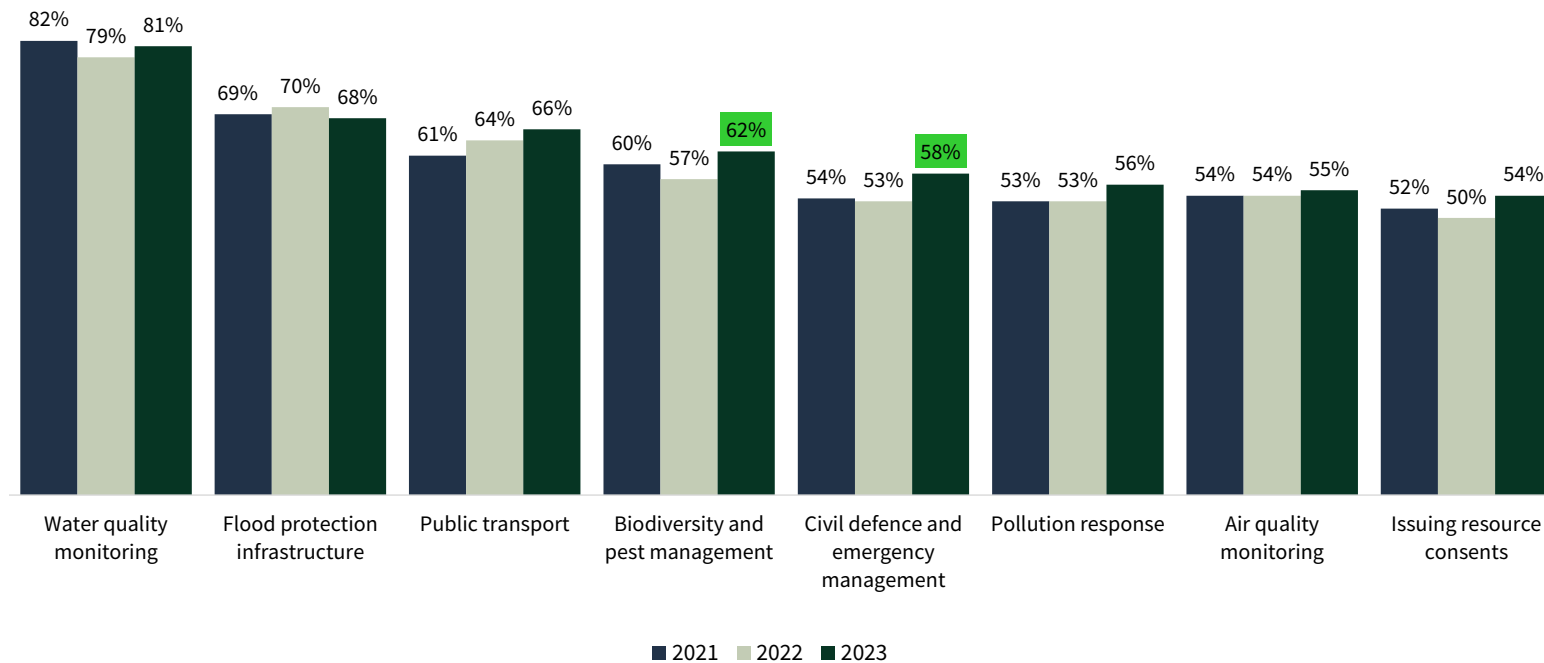
- Non-ratepayers 21%
- Under 39 years 18%

*Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts. Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in.*

# Prompted Activity Awareness

Respondents were provided with a list of activities and asked which ones they were aware that ORC undertook. The primary activities that respondents are aware ORC undertake are water quality (81%), flood protection (68%), and public transport (66%). Over time, there has been a steady increase in the proportion of respondents who are aware that ORC is involved in public transport. This year also sees a significant increase in awareness of ORC’s involvement in biodiversity and civil defence activities.

## Prompted activity awareness

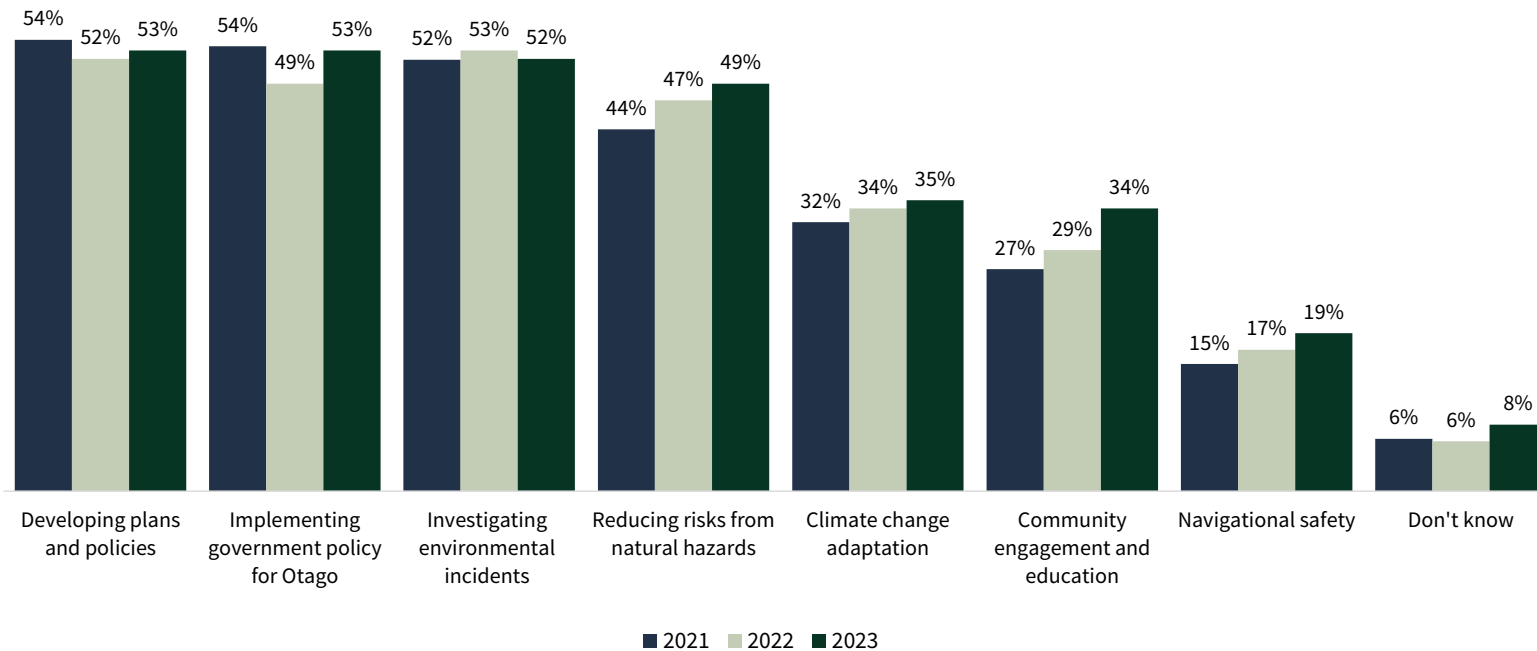


And before this survey, which of the following areas were you aware Otago Regional Council were involved in?  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Prompted Activity Awareness

Activities respondents are less likely to associate with ORC's work relate to navigational safety (19%), community engagement (34%), and climate change (35%). However, all these areas have seen steady increases in awareness over time, with all now higher than when monitoring commenced.

## Prompted activity awareness (continued)



And before this survey, which of the following areas were you aware Otago Regional Council were involved in?  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

# Prompted Activity Awareness

Respondents from all districts in the region are equally aware of ORC's involvement in water quality, while respondents from Clutha have higher awareness of ORC's flood protection work. Central Otago respondents have higher awareness of ORC's involvement in pollution response and air quality monitoring. Awareness of ORC's public transport role is highest amongst respondents from Dunedin.

## Prompted activity awareness: by area

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	342	190	190
Water quality monitoring	79%	85%	82%	79%	87%
Flood protection infrastructure, like stopbanks and drainage schemes	68%	76%	63%	66%	86%
Public transport	45%	52%	60%	76%	52%
Biodiversity and pest management	60%	67%	59%	61%	73%
Civil defence and emergency management	64%	63%	60%	54%	69%
Pollution response	50%	73%	54%	52%	70%
Air quality monitoring	51%	68%	55%	52%	65%
Issuing resource consents	60%	62%	49%	50%	72%

*And before this survey, which of the following areas were you aware Otago Regional Council were involved in?*

# Prompted Activity Awareness

Respondents in Central Otago are more likely to be aware of ORC's involvement in policy development and implementation and the investigation of environmental incidents, while those in Dunedin are less likely to be aware of these activities. Clutha respondents are more likely to be aware of the community engagement work ORC undertakes.

## Prompted activity awareness (continued): by area

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
Developing plans and policies to make sure our resources are managed properly	57%	66%	57%	48%	61%
Taking government policy about managing natural resources and implementing it for Otago	56%	68%	54%	48%	63%
Investigating environmental incidents and making sure people are following the rules	54%	65%	59%	44%	70%
Reducing risks from natural hazards	49%	51%	51%	46%	57%
Climate change adaptation	36%	35%	30%	36%	42%
Community engagement and education	37%	33%	39%	30%	49%
Navigational safety	20%	22%	20%	18%	27%
Don't know	12%	4%	8%	8%	4%

*And before this survey, which of the following areas were you aware Otago Regional Council were involved in?*

# Prompted Activity Awareness

As with other awareness measures, respondents who are older and who are ratepayers have the greatest awareness of the roles and activities that ORC undertakes in the region.

## Prompted activity awareness: by demographics



Higher awareness of all activities amongst those aged 65+ years except civil defence and emergency management, and community engagement.

Males have greater awareness of most activities except biodiversity and pest management and climate change adaptation.

Ratepayers have greater awareness of water quality, flood protection, biodiversity and pest management, pollution response, air quality, implementing government policy, and response investigation.

Those who are older with no children at home were more likely to be aware of water quality, flood protection, biodiversity and pest management, pollution response, air quality, implementing government policy, policy and planning, and response investigation.

No differences in prompted activity awareness across ethnicity.

*And before this survey, which of the following areas were you aware Otago Regional Council were involved in?*



# Knowledge Summary

Awareness of ORC has remained consistent for the past three years, with 75% of respondents correctly naming ORC as the organisation responsible for managing the region's natural resources.

ORC is most strongly associated with water-related activities (particularly water quality and monitoring). However, awareness of lesser known activities has consistently increased over time. This includes reducing the risks of natural hazards, climate change adaption, community engagement and education, and maritime safety.

While there are some differences in awareness across the region, demographic variables are the primary determinant of respondent's awareness of ORC. Awareness of both ORC and the roles it undertakes is significantly higher amongst ratepayers and those who are over the age of 65 years. It remains markedly lower amongst non-ratepayers and those under the age of 40 years.

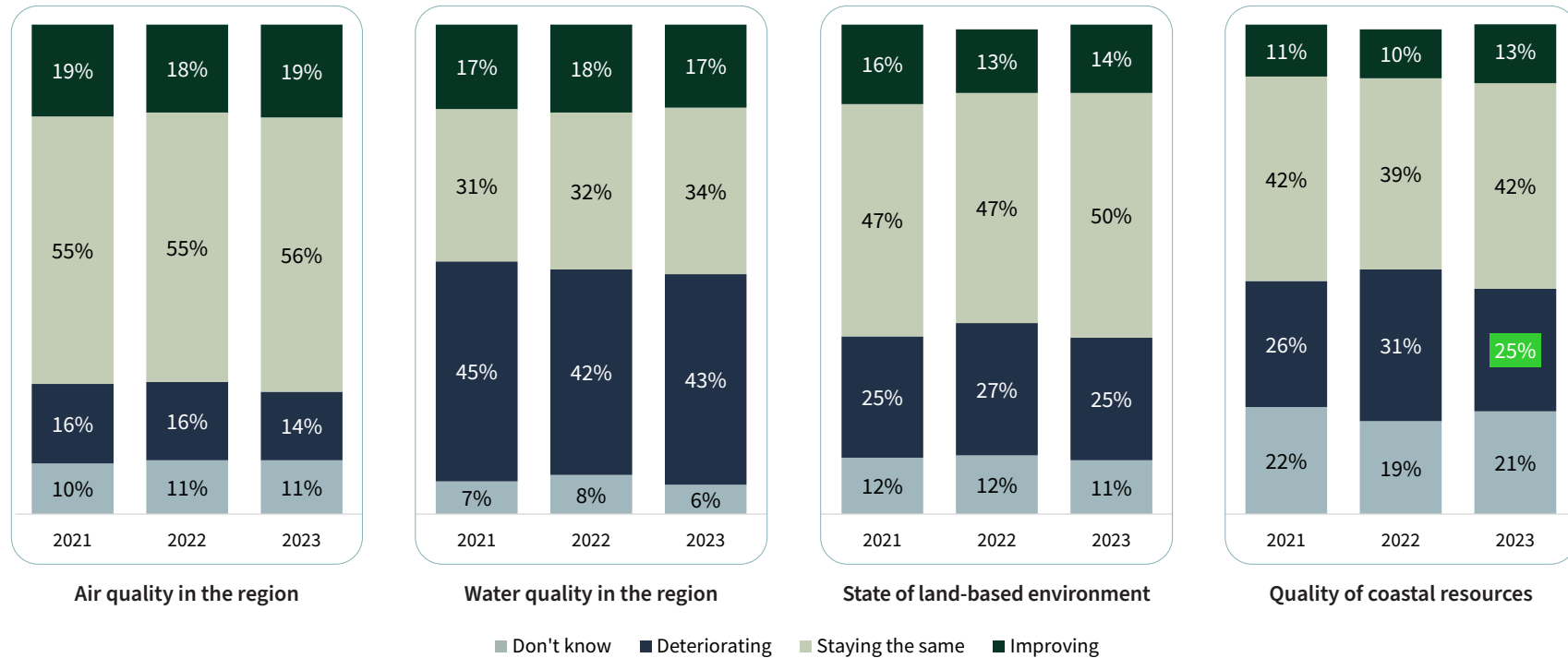


# Expectations: Environmental Issues & Delivery

# Environmental Change

Respondents were asked about their views on the state of environmental features in the region. For the most part these measures remain unchanged. While a significant proportion of respondents consistently note that water quality in the region is deteriorating, most respondents state that air quality, land-based environments, and coastal resources remain unchanged or are improving. However, this year sees slightly fewer respondents stating that the quality of coastal resources have declined (25%, down from 31% in 2022).

## Environmental change



And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?  
 Base 2021 n=1,700, 2022 n=1,700  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Environmental Change

The tables below show the perceptions of environmental degradation amongst different communities over time. These perceptions have remained relatively consistent with water quality the primary concern for most areas. However, respondents in Queenstown Lakes district are more likely to perceive water quality to be in decline this year (54% deteriorating, up from 43% in 2022), while respondents in Central Otago perceive it to be improving (38% deteriorating, down from 48% in 2022).

## Environmental change: by area (deteriorating)

Waitaki	2021	2022	2023
<i>Sample size</i>	300	300	190
Air quality in the Otago region	11%	8%	10%
Quality of water in the Otago region's rivers, lakes, and streams	46%	40%	45%
The state of the land-based environment in the Otago region	24%	23%	23%
Quality of coastal resources in the Otago region	29%	38%	32%
Central Otago	2021	2022	2023
<i>Sample size</i>	300	300	190
Air quality in the Otago region	16%	13%	11%
Quality of water in the Otago region's rivers, lakes, and streams	44%	48%	<b>38%</b>
The state of the land-based environment in the Otago region	19%	24%	18%
Quality of coastal resources in the Otago region	11%	19%	12%
Queenstown Lakes	2021	2022	2023
<i>Sample size</i>	340	340	190
Air quality in the Otago region	17%	18%	19%
Quality of water in the Otago region's rivers, lakes, and streams	50%	43%	<b>54%</b>
The state of the land-based environment in the Otago region	32%	26%	34%
Quality of coastal resources in the Otago region	15%	15%	13%

And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.

# Environmental Change

There is a steady decline in the proportion of respondents who feel that the water quality in Dunedin is deteriorating, suggesting perceptions are improving in this area (40%, down from 46% in 2021). There is also a decrease in the proportion of Dunedin respondents who state the coastal resources are deteriorating (31%, down from 41% in 2022). In comparison, there is an increase in the proportion of respondents who feel water quality is deteriorating in Clutha District (32%, up from 24% in 2021).

## Environmental change: by area (deteriorating)

Dunedin	2021	2022	2023
<i>Sample size</i>	460	460	342
Air quality in the Otago region	17%	18%	14%
Quality of water in the Otago region's rivers, lakes, and streams	46%	43%	40%
The state of the land-based environment in the Otago region	24%	31%	25%
Quality of coastal resources in the Otago region	33%	41%	<b>31%</b>

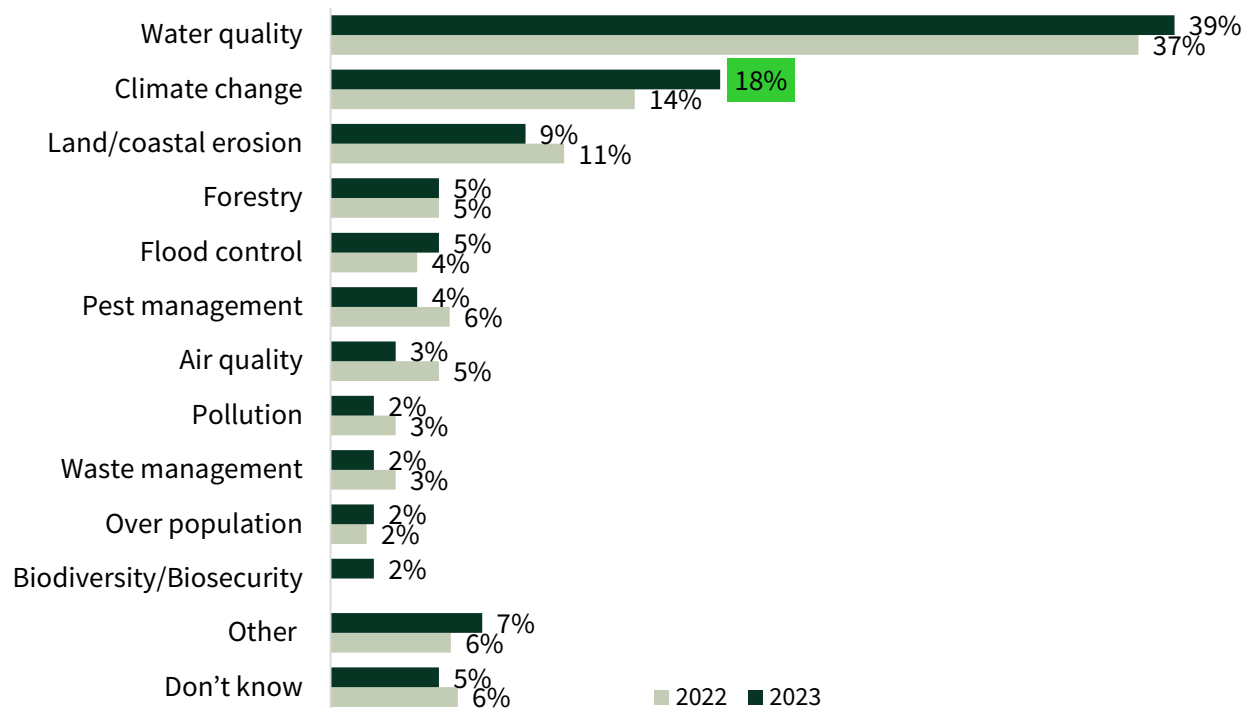
Clutha	2021	2022	2023
<i>Sample size</i>	300	300	190
Air quality in the Otago region	11%	11%	10%
Quality of water in the Otago region's rivers, lakes, and streams	24%	34%	32%
The state of the land-based environment in the Otago region	15%	19%	16%
Quality of coastal resources in the Otago region	18%	18%	20%

*And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

# Environmental Issues

Respondents were asked what they thought the most important environmental issue facing the region was. Their response was recorded verbatim and coded into categories during data analysis. This year the most important environmental issue is water quality with 39% of respondents mentioning this as a concern. This is followed by climate change (18%), land or coastal erosion (9%), forestry (5%), and flood control (5%). The proportion of respondents who mention climate change as an issue has increased significantly since 2022.

## Most important environmental issue



*What do you think is the most important environmental issue facing the Otago Region today?  
Base 2022 n=1,700, 2023 n=1,102  
Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.*



# Environmental Issues

The table below shows the most important environmental issue for different communities over time. Water quality is the most important environmental issue for respondents across all districts in the region. However, the proportion of respondents mentioning water quality significantly increased in importance in Queenstown Lakes this year, but decreased amongst Waitaki respondents, with these from Waitaki more likely to mention land or coastal erosion issues this year.

## Most important environmental issue: by area

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Water quality	49%	<b>38%</b>	44%	47%	39%	47%
Climate change	11%	14%	12%	<b>5%</b>	15%	<b>8%</b>
Land/coastal erosion	7%	<b>22%</b>	9%	3%	10%	0%
Forestry	5%	5%	7%	7%	5%	8%
Flood control	3%	2%	5%	3%	4%	3%
Pest management	2%	2%	3%	8%	3%	6%
Air quality	4%	1%	3%	7%	6%	2%
Pollution	4%	1%	2%	1%	3%	0%
Waste management	3%	0%	2%	0%	3%	2%
Over population	1%	0%	3%	1%	1%	4%

*What do you think is the most important environmental issue facing the Otago Region today?  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

# Environmental Issues

Perceptions around the most important environmental issue remain relatively similar in Dunedin and Clutha with water quality, climate change, and coastal and land erosion the key issues mentioned by respondents. Climate change has become an increasingly important issue for respondents in Dunedin this year while coastal and land erosion declined in importance amongst respondents from Clutha.

## Most important environmental issue: by area

	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
Water quality	34%	35%	30%	35%
Climate change	14%	<b>25%</b>	17%	15%
Land/coastal erosion	12%	13%	11%	<b>3%</b>
Forestry	4%	3%	9%	12%
Flood control	3%	6%	6%	6%
Pest management	8%	3%	4%	4%
Air quality	6%	3%	3%	1%
Pollution	4%	4%	3%	2%
Waste management	2%	2%	5%	1%
Over population	4%	1%	2%	0%

*What do you think is the most important environmental issue facing the Otago Region today?  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

# Issue Significance

Respondents were asked to state why they thought the environmental issue they mentioned was the most important issue facing the Otago region. Analysis of the comments respondents provided for the most significant issues are shown below.

It should be noted that not all of the issues, e.g., drinking water, raised were part of ORC's jurisdiction; respondents were simply asked about the environmental issues they felt were important, not who is responsible for the management or response to such issues.

## Water quality 2023 39% (2022 37%)

- **Environmental impact of poor water quality:** The quality of natural water resources was perceived to be inextricably linked to the health of the environment. Aquatic ecosystems rely on clean water for the survival of diverse species and pollution disrupts these ecosystems, leading to the degradation of habitats and loss of biodiversity. Thus, maintaining clean waterways is vital not only for the health of local communities but also for preserving the natural balance and richness of life in local water bodies.
- **Concerns about climate change and scarcity in the future:** Climate change introduces additional complexities to water management, creating droughts in some areas and floods in others. Furthermore, rising sea levels pose a threat to coastal water systems, potentially leading to the contamination of freshwater supplies. These changes affect the availability and quality of water, potentially making it a scarce resource in the future.
- **The impact of agriculture and industry on waterways:** The practices of both agriculture and industry are perceived to play significant roles in water quality. Respondent's note agricultural runoff

can pollute waterways and dairy farming waste products can lead to nutrient pollution. Industrial activities can also result in the discharge of harmful substances into water sources. Some respondents note that addressing these sources of pollution will be key to improving water quality, with some calling for stricter regulations and more sustainable practices across these sectors.

- **Economic and recreational implications:** Water quality has significant economic implications for industries such as tourism and fishing. Poor water quality can deter tourists and impair recreational activities, leading to economic losses. Moreover, the costs associated with addressing water pollution and ecological restoration are substantial. As such, investing in water quality is seen as important for both the environment and the economy.
- **Drinking water concerns:** Within water quality some respondents note concerns about drinking water. Potentially this has increased in importance this year with the cryptosporidium outbreak in the Queenstown Lakes area. Although this is outside of ORC's portfolio, the comments have been included below with the primary concerns relating to public health and safety and infrastructure.
- **Public health and safety:** Clean water is perceived as a cornerstone of public health. It is essential not only for drinking but also for various daily activities. The presence of contaminants in water can lead to serious health risks, from acute waterborne diseases to long-term chronic conditions. Ensuring the safety of water sources is crucial for preventing such health hazards and for maintaining the overall well-being of communities.

# Issue Significance

- **Infrastructure challenges:** In keeping with the above point, some respondents mention the state of water infrastructure is a critical factor in water quality. Aging pipes, insufficient sewage treatment, and lack of adequate drainage systems contribute to water pollution. Urban areas, particularly those experiencing rapid growth, face significant challenges in managing water resources effectively.

## Climate change 2023 18% (2022 14%)

- **Impact on the broader environment:** Climate change's environmental and ecological impact is significant and far reaching. It includes rising water levels and coastal erosion, which pose significant risks to coastal communities and infrastructure in the region. The changing climate also leads to extreme weather events like droughts, floods, and storms, which are perceived to have become more frequent and severe in New Zealand. These changes not only disrupt human activities but also threaten ecosystems, agriculture, and wildlife.
- **The impact on society and the economy:** The societal and economic consequences of climate change are also considered significant and include potential losses due to damaged infrastructure, disrupted agriculture, and the need for extensive adaptation measures. Climate change challenges current land use practices, necessitating a reevaluation of how and where communities interact with their environment. Respondents also note the impact on future generations, as today's decisions will shape the living conditions for years to come.
- **Climate change urgency:** Respondents stress that climate change increasingly needs immediate and effective action to mitigate its impacts. The need for a rapid response is driven by the belief that delaying action only exacerbates the problem and reduces the window of opportunity for meaningful change. Respondents call for a coordinated, comprehensive

approach that includes policy, planning, and community adaptations to ensure a sustainable future.

- **Climate change is a global issue, not simply a regional issue:** At a broader level, respondents note climate change is a global issue, and its implications stretch far beyond any single region's borders. The recognition of this global impact underlines the urgency of addressing climate change, and its effects are seen as necessitating a global response alongside local actions.

## Land/coastal erosion 2023 9% (2022 11%)

- **Impact on infrastructure and housing:** Coastal erosion is leading to the loss of homes and infrastructure in the region. This issue extends beyond residential areas, as erosion is also damaging roads and exposing coastal areas. The loss of land not only affects housing but also impacts the usability of large areas of residential land, potentially leading to the displacement of communities.
- **Environmental consequences:** The state of coastal and aquatic resources is crucial for maintaining environmental balance. Coastal erosion can lead to the loss of beaches and natural habitats, affecting local wildlife and native species.
- **Economic and social impact:** The ongoing erosion and its consequences have a direct economic and social impact on residents. The cost of insuring homes against such risks is rising, and the potential long-term costs of addressing the erosion are significant. Furthermore, the erosion is not just a physical loss of land; it also affects people's livelihoods, safety, and quality of life. In some areas the impact is significant, with the encroaching coast threatening to alter the landscape and community life, most notably in Oamaru and South Dunedin.

# Issue Significance

## Forestry 2023 5% (2022 5%)

- **Environmental degradation:** Many respondents highlight the importance of forestry and land management as an environmental issue due to concerns about environmental degradation. This includes worries about the stability of the land, erosion, and the impact of forestry practices on the natural environment. There is significant apprehension about deforestation, the loss of biodiversity, and the negative effects on water quality in rivers and lakes. These concerns centre around the long-term consequences of land management decisions on the health of ecosystems and the overall wellbeing of the environment.
- **Economic and social impact:** Overcrowding and the potential displacement of natural environments, farmland, and communities are major reasons for considering forestry and land management an important issue. People are worried about how changes in land use can affect communities, particularly in farming areas. There are concerns about the allocation of resources and infrastructure, and how these changes can have social and economic consequences.
- **Pollution concerns:** The role of forestry in contributing to pollution, climate change, and environmental hazards is another significant concern. Respondents point to issues like water pollution and the impact on the environment and climate. They see a connection between land management practices and the worsening of environmental problems.

## Flood control 2023 5% (2022 4%)

- **Impact on people their communities:** Floods directly affect people's lives, homes, and communities. Large-scale flooding in populated areas can result in substantial damage to properties and infrastructure, leading to displacement and loss of homes. This concern is heightened amongst

respondents in areas which are prone to heavy rainfall or near rivers that can overflow, threatening to flood towns and residential areas.

- **Economic consequences:** Floods can have a significant economic impact, particularly on businesses and local economies. Flooding affects not only the physical infrastructure but also disrupts commercial activities, leading to financial losses. The cost of repairing flood damage and the rising insurance premiums for properties in flood-prone areas are noted as additional economic burdens.
- **Climate change and increasing weather extremes:** The increasing frequency and intensity of weather events, have made flood control more critical. People recognise that with changes in weather patterns, floods are becoming more common, and existing infrastructure may not be adequate to handle these changes. The need to adapt and strengthen flood control measures to mitigate the worsening damage over time is noted as a concern.

## Pest management 2023 4% (2022 6%)

- **Impact on native species:** Pests and invasive species like rabbits, possums, and noxious weeds pose a significant threat to native wildlife and plant species. These invasive species can out-compete native species, leading to a decline in biodiversity. The damage caused by these pests can be particularly harmful to native birds and other wildlife, altering ecosystems and leading to long-term ecological imbalances.
- **Economic and agricultural damage:** Pests and weeds can cause substantial economic harm, especially in agricultural and rural areas. They can ruin crops, vineyards, and other agricultural lands, leading to financial losses for farmers and affecting the livelihoods of those who

# Issue Significance

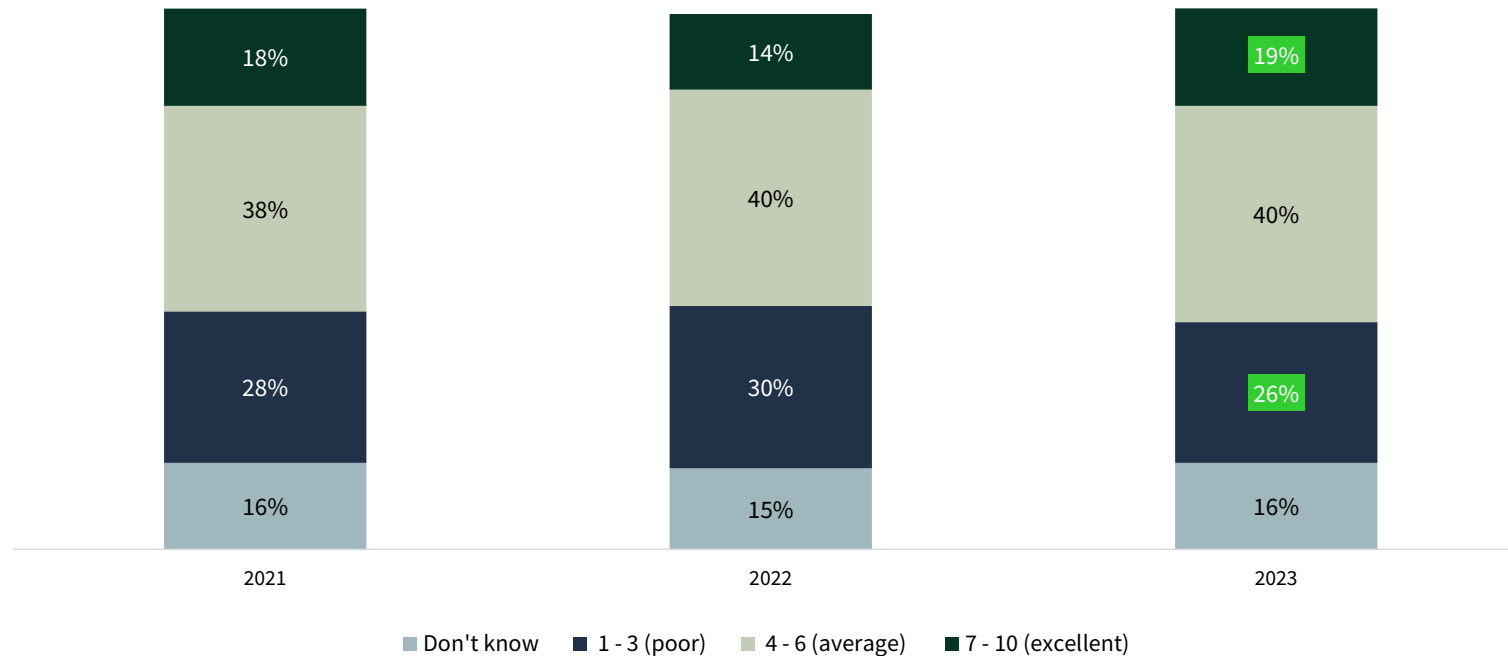
depend on these industries. The destruction of land can also make it unusable for cropping and prone to erosion, further exacerbating the economic impact.

- **Environmental degradation:** The proliferation of pests and weeds can lead to environmental degradation, affecting land quality and leading to issues like erosion and loss of arable land. This degradation can also impact water quality and increase the risk of wildfires in areas with dense weed growth. Additionally, there are concerns about public health and safety, as some pests carry diseases which may pose direct threats to people and property.

# Environmental Response

Respondents were asked to provide a rating for ORC’s response to the environmental issue they identified. This year 19% of respondents rate ORC’s response as excellent, 40% rate it as average, and 26% rate the response poorly. These results show a significant increase (5%) in positive ratings from the 2022 results and a significant decline in poor ratings (down 4%).

## Rating of environmental response



Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?  
 Base 2021 n=1,663, 2022 n=1,646, 2023 n=1,075  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.



# Environmental Response

The perceptions of the environmental response are highest amongst respondents in Central Otago and lowest amongst respondents in Waitaki. There is a significant increase in the proportion of excellent ratings amongst respondents in Dunedin (19%, an increase of 8% since 2022) and Central Otago (27%, an increase of 15% since 2022) this year.

## Rating of environmental response: by area (7-10 ratings)

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	186	183	188	342	176
2023	14%	<b>27%</b>	17%	<b>19%</b>	17%
2022	16%	12%	20%	11%	17%
2021	20%	21%	17%	17%	24%

*Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

# Environmental Response

The tables below show respondents' ratings of ORC's response to the environmental issue that respondents identified. This data is compared to the ratings for 2022. This year, strong and improved ratings are seen for ORC's response to water quality issues (20%, an increase of 6% since 2022), climate change (23%, increase of 8% since 2022), and flood control (34%, increase of 28% since 2022). There is also a decrease in the proportion of respondents who provide an average rating for ORC's response to forestry issues in the region (23%, decrease of 16% since 2022).

## Rating of response to environmental issue: by issue

	Water quality 2022	Water quality 2023	Climate change 2022	Climate change 2023	Land/coastal erosion 2022	Land/coastal erosion 2023
Sample size	675	461	209	166	146	94
1 - 3 ratings	28%	28%	29%	19%	29%	19%
4 - 6 ratings	41%	40%	40%	37%	40%	48%
7 - 10 ratings	14%	<b>20%</b>	15%	<b>23%</b>	16%	18%
Don't know	16%	12%	16%	22%	15%	14%

	Forestry 2022	Forestry 2023	Flood control 2022	Flood control 2023
Sample size	85	70	57	46
1 - 3 ratings	36%	46%	34%	18%
4 - 6 ratings	39%	<b>23%</b>	54%	45%
7 - 10 ratings	13%	11%	6%	<b>34%</b>
Don't know	12%	20%	7%	3%

Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?  
Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

# Environmental Response

The results for ORC’s response to the remaining key environmental issues were similar to those of 2022. However, there is a decline in the negative ratings of ORC’s response to pollution (12%, decrease of 26% since 2022) and an indicative increase in average and positive ratings on this issue.

## Rating of response to environmental issue: by issue

	Pest management 2022	Pest management 2023	Air quality 2022	Air quality 2023
<i>Sample size</i>	78	46	75	37
1 - 3 ratings	28%	42%	22%	22%
4 - 6 ratings	44%	40%	40%	49%
7 - 10 ratings	9%	8%	20%	12%
Don't know	18%	10%	18%	17%

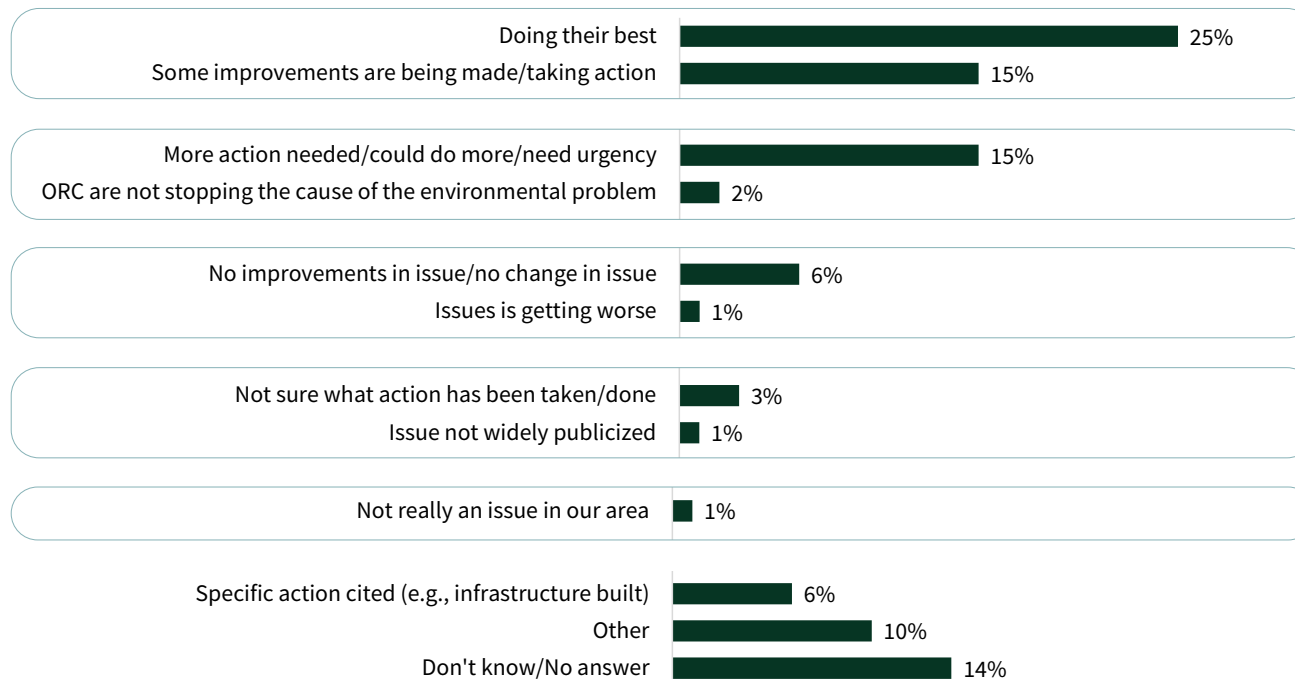
	Pollution 2022	Pollution 2023	Waste management 2022	Waste management 2023
<i>Sample size</i>	50	20	45	17
1 - 3 ratings	38%	<b>12%</b>	26%	31%
4 - 6 ratings	36%	50%	50%	24%
7 - 10 ratings	12%	24%	12%	26%
Don't know	13%	14%	13%	19%

*Using a 1 to 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?  
Green text indicates the 2023 result is significantly higher or lower than the 2022 result.*

# Response: Excellent Ratings

Respondents were asked to provide a reason for the rating they provided of ORC’s environmental response. These responses were collected verbatim and grouped into themes during data analysis. Respondents who provided an excellent rating (rating of between 7 and 10 out of 10) note that ORC’s actions are positive (40% net) although many still feel the issues are urgent (15%) and there is little improvement in some of the issues (7% net). These results largely reflect the reasons seen in 2022 and 2021.

## Reasons for excellent ratings (7–10 ratings)



**Net Scores (2022/2021)**

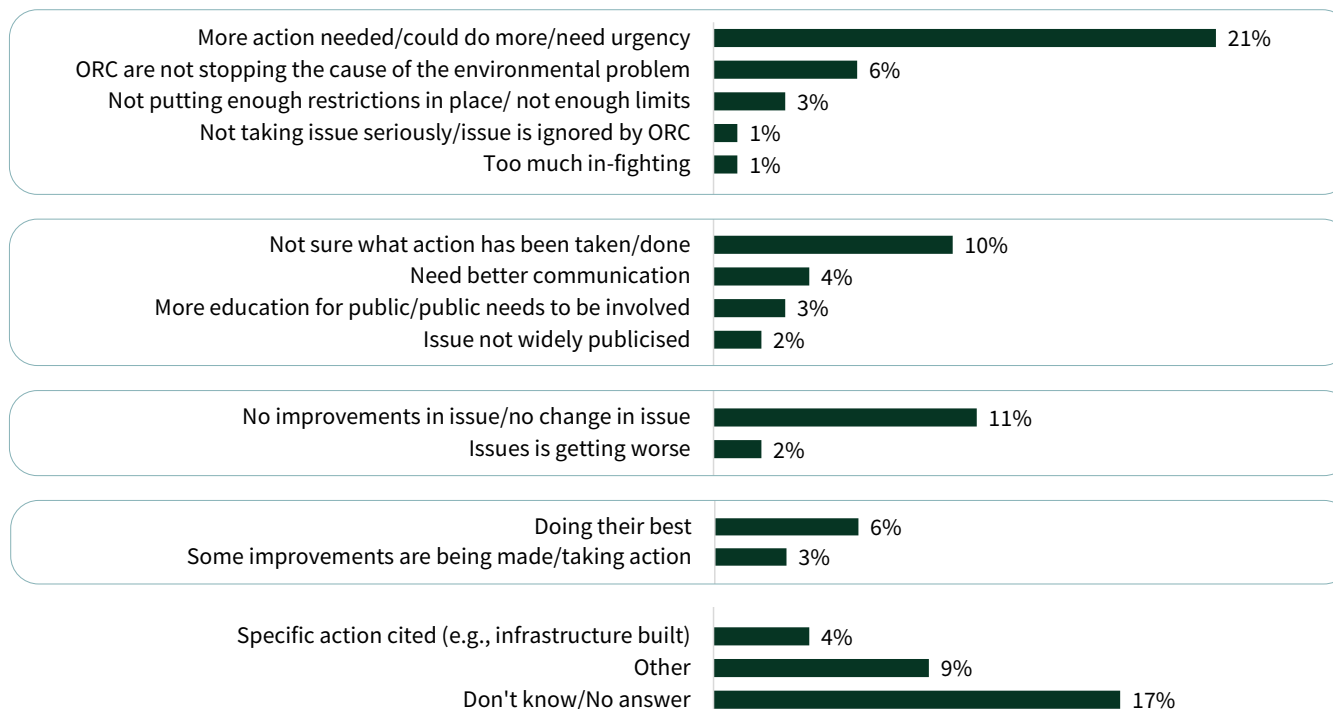
- Council action: 40% (46%/49%)
- Council inaction: 18% (22%/19%)
- Issue getting worse: 7% (6%/4%)
- More education: 6% (3%/8%)
- Issue significance: 1% (1%/2%)

Why do you say that?  
Base 2021 n=319 2022 n=239 2023 n=196

# Response: Average Ratings

Respondents who rate ORC’s environmental response as average (rating of between 4 and 6 out of 10) feel ORC needs to take greater action (32% net) which is largely driven by the issue’s urgency (21%). However, this group also note there is a need for greater education (18% net), and that ORC has taken some actions to resolve the environmental issues (9% net). These results largely reflect the responses seen in 2022 and 2021.

## Reasons for average ratings (4–6 ratings)



### Net Scores (2022/2021)

Council inaction: 32% (36%/35%)

More education: 18% (16%/16%)

Issue getting worse: **13%** (19%/12%)

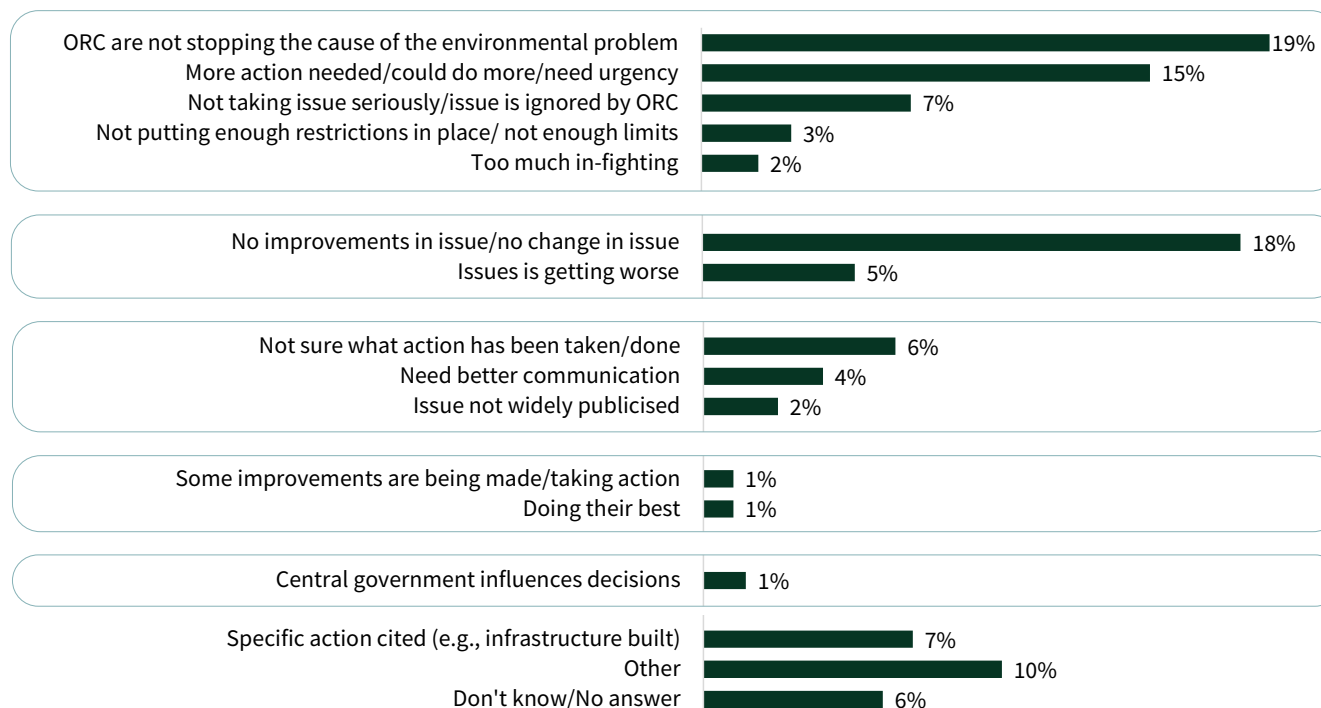
Council action: 9% (10%/13%)

Why do you say that?  
 Base 2021 n=623 2022 n=657 2023 n=424  
 Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

# Response: Poor Ratings

Respondents who rate ORC’s environmental response poorly (rating of between 1 and 3 out of 10) primarily cite the lack of action from ORC (45% net) as the reason for this rating. This is followed by concerns that the issue is not improved (22% net) and the need for greater education (12% net). There is a significant increase in the proportion of respondents who state that ORC’s inaction is the reason for their rating, with a strong focus around not stopping the root cause of the environmental issue (19%).

## Reasons for poor ratings (1–3 ratings)



### Net Scores (2022/2021)

Council inaction: 45% (33%/36%)

Issue getting worse: 22% (32%/21%)

More education: 12% (9%/14%)

Council action: 2% (2%/1%)

Issue significance: 1% (1%/7%)

Why do you say that?  
 Base 2021 n=496 2022 n=521 2023 n=289  
 Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

# Expectations Summary

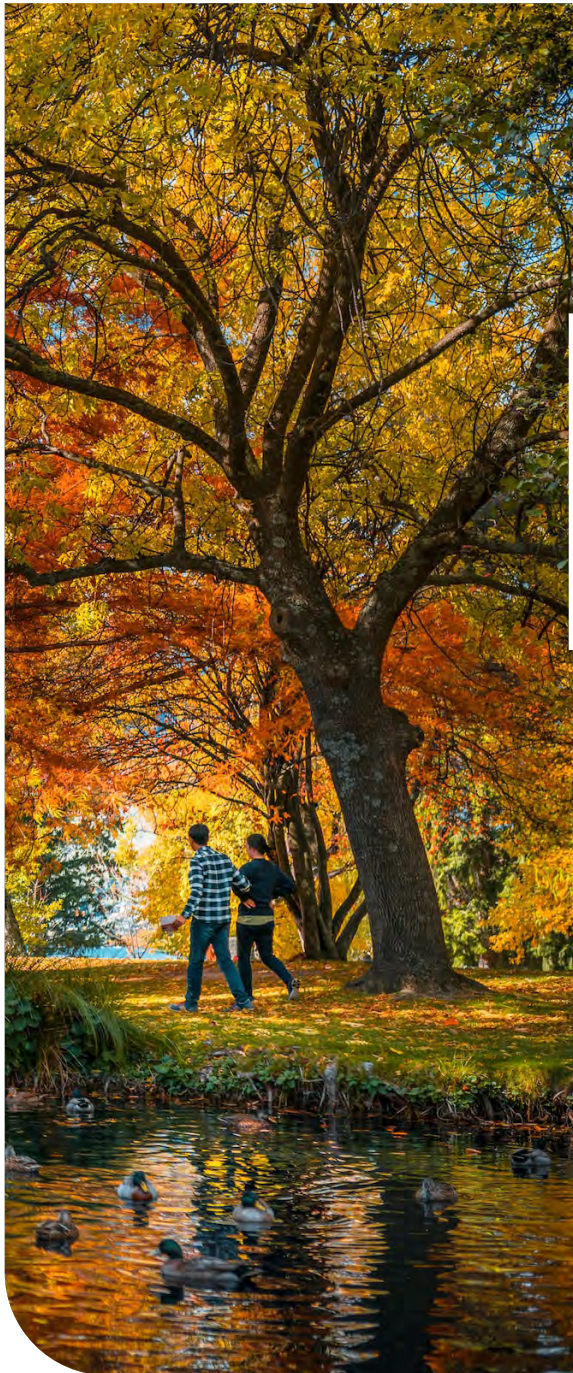
Respondents' views of the Otago region's environment have remained similar to those seen in 2021 and 2022. However, there are early indications of a perceived improvement in the quality of coastal resources, with only 25% of respondents stating that this has deteriorated in the past 12 months and slightly fewer respondents noting coastal erosion as the most critical environmental issue overall. However, this issue is keenly noted in Waitaki where coastal erosion is highlighted as a significant concern.

Water quality remains a crucial issue for the region, with 39% of respondents stating it is the region's most critical environmental issue today. This perception is driven by concerns about the environmental impact of poor water quality on the general health of the environment, issues of scarcity in the future, the effects of agricultural practices, and the subsequent economic and recreational implications of declining water quality. Respondents from the Queenstown Lakes district have a heightened awareness of water quality issues. However, this is possibly driven by recent outbreaks in the urban drinking water supply with concerns primarily relating to public safety and infrastructure.

There is increasing concern about climate change this year, with key concerns relating to the impact on the broader environment, the urgency of the issue, and the fact that actions have a global effect, not simply a regional impact. Positively, a more significant number of respondents who state that climate change is a crucial issue for the region rate ORC's response to climate change positively; this year, 23% of respondents provide an excellent rating of ORC's response to climate change, which is an 8% improvement from the 2022 result. Improvement in the rating of ORC's response is also seen for water quality and flood control. However, there is a decline in the views of ORC's response to forestry issues. Interestingly, there seems to be an increasing recognition across all environmental issues that these are not simply ecological, but that they have significant economic and social effects which trickle down to impact all parts of the community.

When looking at reasons for respondent's ratings of ORC's response to environmental issues, there is a strong perception that ORC is taking action on these issues. However, there is a need for greater urgency with these actions. In particular, those who rate ORC's response poorly feel that ORC is not stopping the root cause of the issues and that there needs to be greater environmental change.



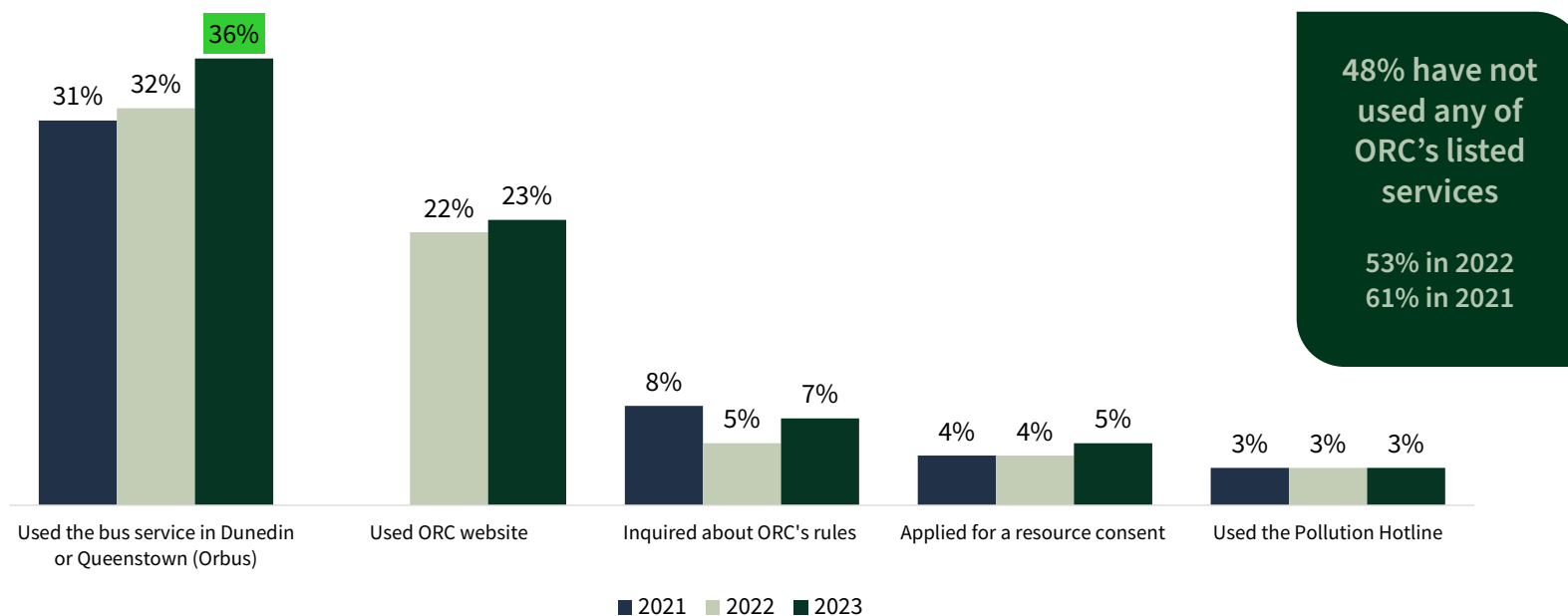


# Perceptions: Services

# Service Use

Respondents were asked about their use of different services that ORC provides to the community. As with previous years, the most commonly accessed service is the public bus service (36%), followed by using the ORC website (23%), inquiring about ORC’s rules (7%), applying for resource consents (5%), or using the pollution hotline (3%). There has been a steady increase in the proportion of respondents who have used the bus service over time, with respondents under 40 years of age and respondents over 65 years of age the most frequent users. There are very few other demographic differences however, website use is highest amongst those aged between 40 and 64 years (29%) and those who identify as Pasifika (73%). Forty eight percent of respondents have not used any of ORC’s services, which was a significant decline from 2022 (53%).

## Service use



*Which, if any, of the following services have you used?  
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.*

# Service Use

The table below shows the services used in different communities over time. Dunedin City and Queenstown Lakes respondents are the most frequent bus users, while respondents from Clutha and Waitaki are the least likely to use any of ORC's services. Usage patterns in different parts of the region remain largely similar year on year, however, respondents from Central Otago engage with a greater number of ORC's services this year than in 2022.

## Service use: by area

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Used the bus service	3%	6%	7%	15%	34%	38%
Used the ORC website	14%	17%	23%	24%	25%	30%
Inquired about ORC's rules	5%	8%	9%	7%	8%	9%
Applied for a resource consent	1%	3%	6%	10%	7%	9%
Used the Pollution Hotline	4%	2%	2%	4%	3%	3%
None	79%	74%	66%	<b>56%</b>	48%	45%

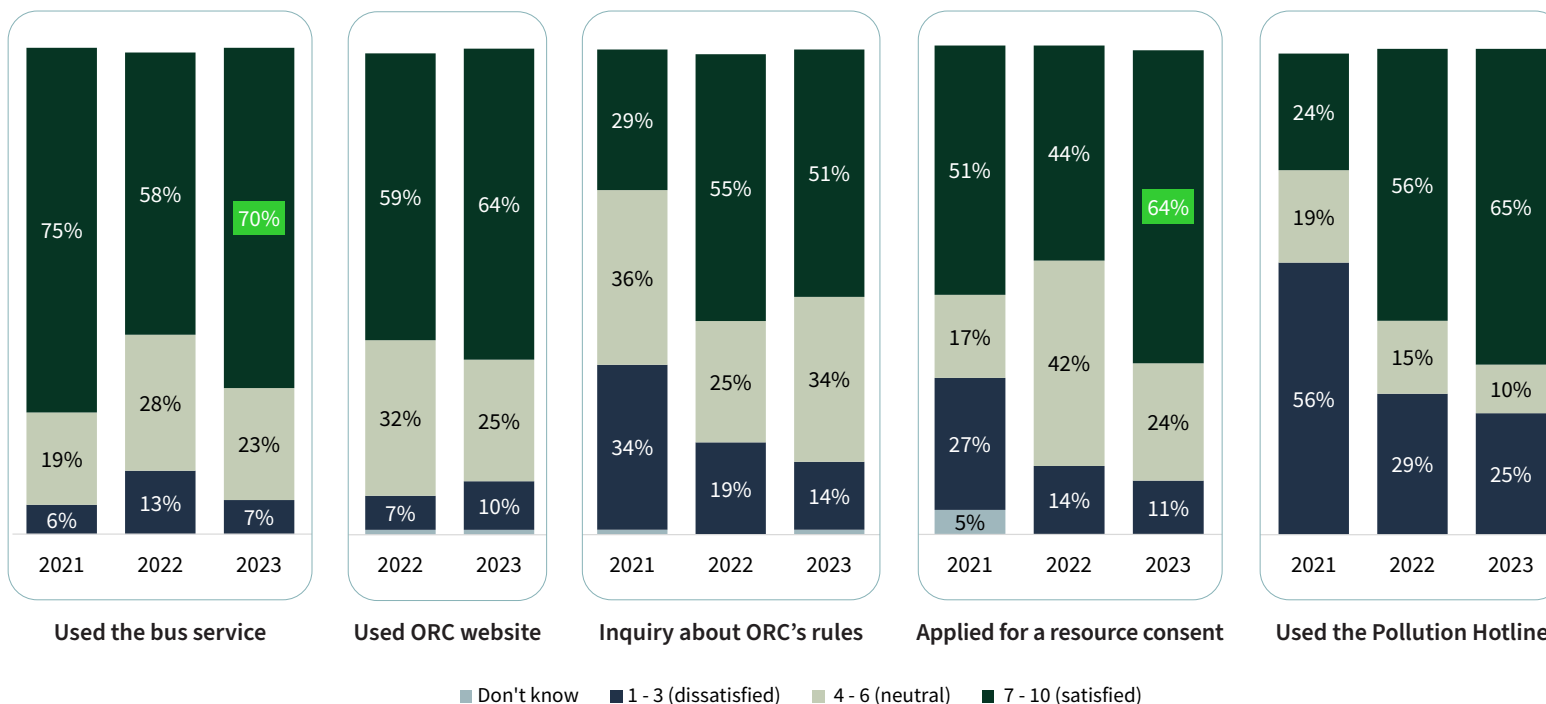
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
Used the bus service	45%	49%	7%	5%
Used the ORC website	22%	21%	18%	24%
Inquired about ORC's rules	3%	5%	9%	11%
Applied for a resource consent	3%	3%	4%	8%
Used the Pollution Hotline	2%	2%	4%	3%
None	46%	41%	70%	66%

*Which, if any, of the following services have you used?  
Green text indicates the 2023 result is significantly higher or lower than the 2022 result.*

# Service Satisfaction

Respondents who had used ORC’s services were asked to rate their experience with the service. Positively, nearly all service ratings have increased with the ratings for the bus service and resource consent process showing significant increases from the 2022 results. Furthermore, satisfaction ratings for the website, rule inquiries, and Pollution Hotline use, have all increased since monitoring began in 2021.

## Service satisfaction

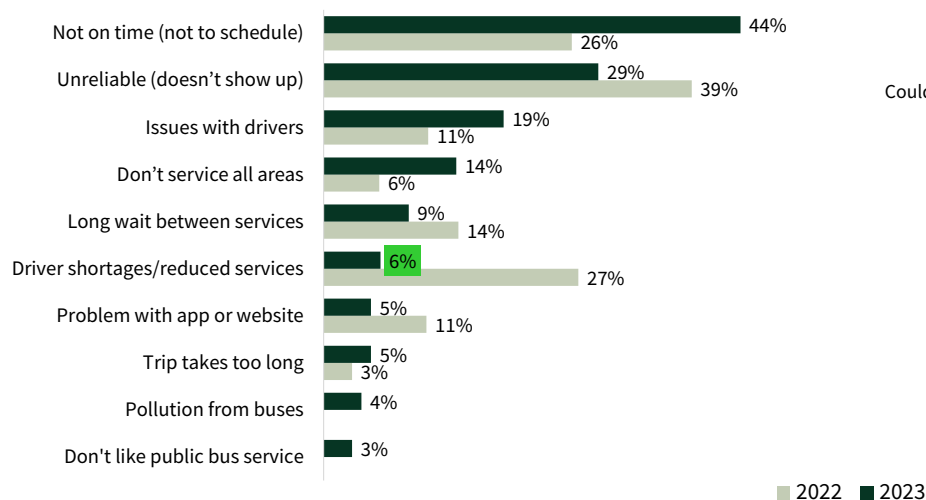


Using a 1 – 10 scale where 1 is extremely dissatisfied and 10 is extremely satisfied, please indicate how satisfied you were with the service you received when you...  
 Base: 2021/2022/2023 Used the bus service n=371/363/288; Used the ORC website n=350/234; Inquired about ORC's rules n=154/109/78; Applied for a resource consent n=75/70/58; Used Pollution Hotline n=55/49/31.  
 Green shading indicates the service's 2023 result is significantly higher or lower than the service's 2022 result.

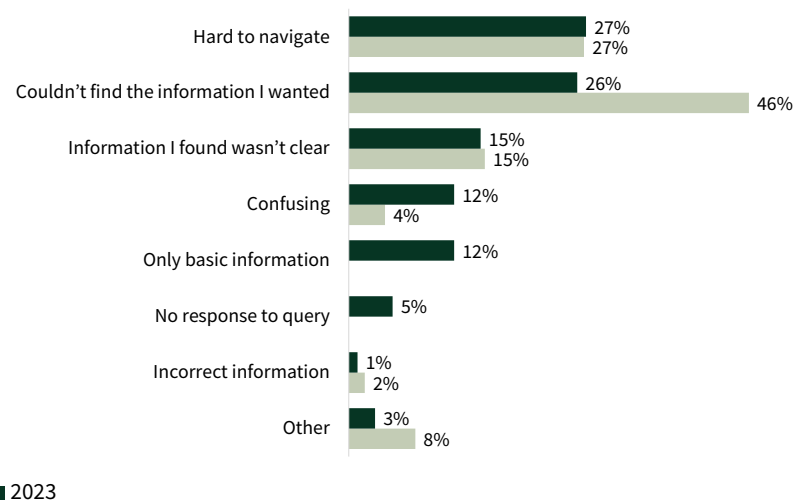
# Dissatisfaction with Service

Service users who were dissatisfied were asked about their reasons for dissatisfaction. Their response was recorded verbatim and coded into categories during data analysis. The primary reasons for dissatisfaction with the bus service are that the service does not run to time (44%), the service does not show up (29%), or there is an issue with the driver (19%). However, this year there is a significant decline in the proportion of respondents who note dissatisfaction due to reduced services. Respondents who are dissatisfied with the website note the website is difficult to navigate (27%) and they are unable to find the information they want (26%). There is an increase in the number of respondents who comment on the information on the site with 15% stating it is not clear, 12% stating the site is confusing, and 12% citing the information is too basic for their needs.

## Bus service



## Website use

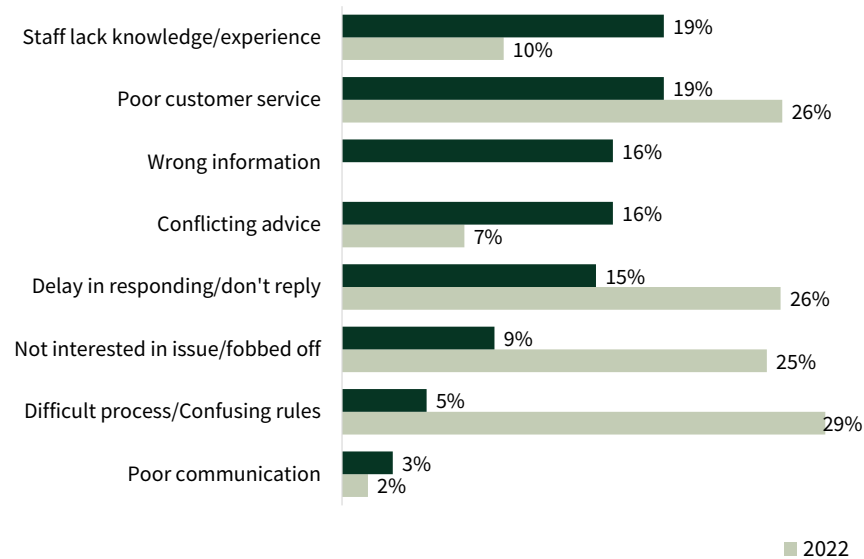


*You indicated you were dissatisfied [service], why do you say that?  
 Base 2022/2023: Bus service n=67/28, Base Website n=51/30  
 This analysis is based on a 1 - 4 rating.  
 Green shading indicates the service's 2023 result is significantly higher or lower than the service's 2022 result.*

# Dissatisfaction with Service

Respondents who are dissatisfied with the service provided for rule inquiries cite a lack of knowledge from the staff (19%), poor customer service (19%), and wrong or conflicting advice (16% each). Respondents who are dissatisfied with the resource consenting process note that the process is too slow (58%), too costly (43%), and staff lack knowledge (34%).

## Inquired about ORC's rules



## Resource consent

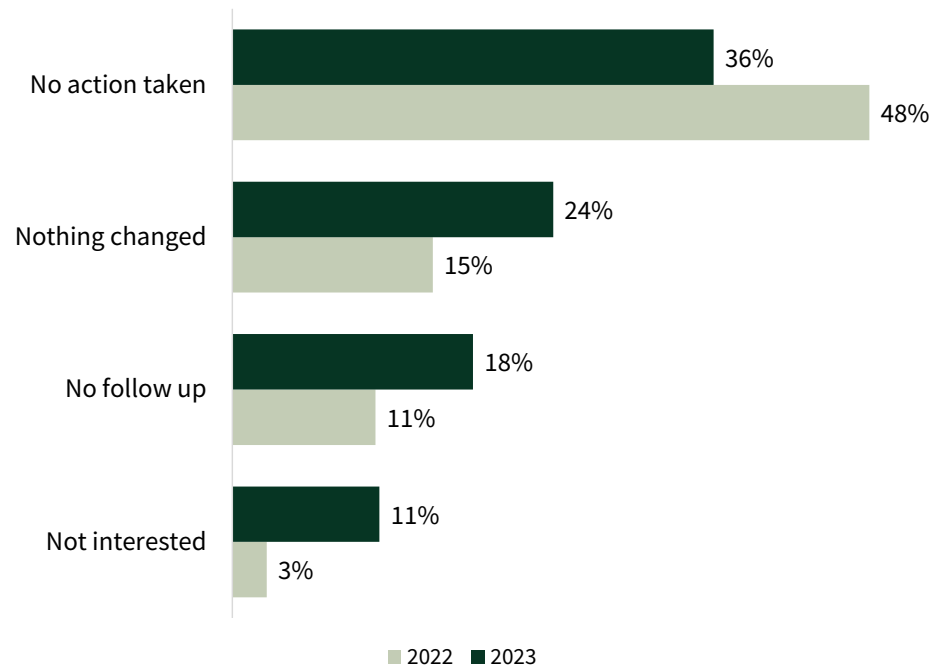


*You indicated you were dissatisfied [service], why do you say that?  
Base 2022/2023: Inquiry to ORC rules n=28/16 Resource consent n=19/12*

# Dissatisfaction with Service

Respondents who are dissatisfied with the service provided for the Pollution Hotline note that no action has been taken regarding their complaint (36%) and that nothing changed (24%) as a result of their reporting.

## Pollution Hotline



*You indicated you were dissatisfied [service], why do you say that?  
Base 2022/2023: Pollution Hotline n=23/11*



# Service Summary

Use of ORC's services has increased this year, with just under half of respondents not using any ORC services. While service use has increased across the board, there has been a significant increase in the use of the bus this year.

Positively, there are increases in respondents' satisfaction ratings of the services they use. In particular, satisfaction ratings with the bus service have returned to levels seen in 2021, while year-on-year increases are seen for the Pollution Hotline, ORC website, resource consent application, and inquiries about ORC's rules. Most service ratings are the highest they have been at since monitoring began, with dissatisfaction at the lowest levels since monitoring began.

Respondents were asked about their reasons for dissatisfaction with services. Most of the reasons for dissatisfaction with the bus service relate to timing. At the same time, dissatisfied website users could not find the information they were after. Respondents perceive challenges with inquiring about ORC's rules relating to staff knowledge. Dissatisfied respondents also note the resource consent processes could be faster and more efficient, while the main complaint about the Pollution Hotline is the lack of action from the complaint.

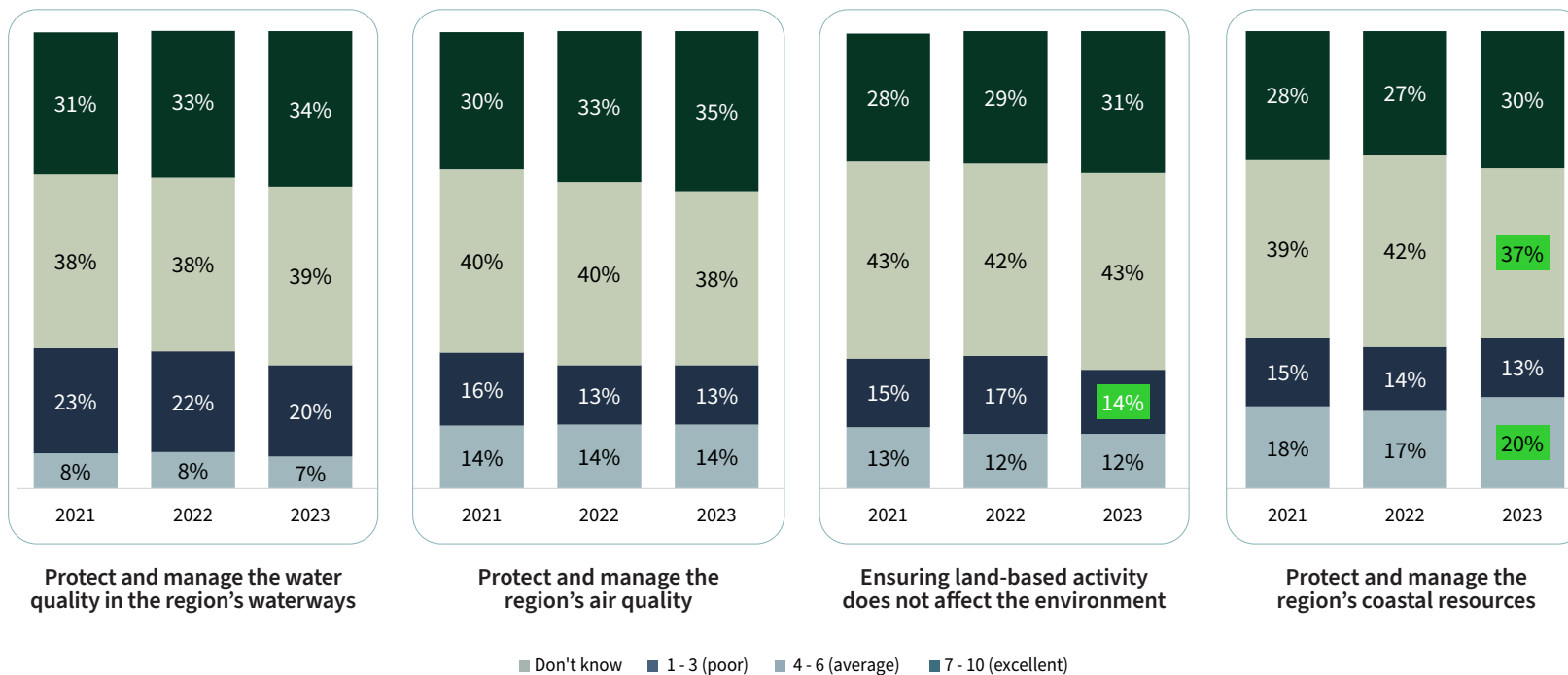


# Perceptions: Performance

# Perceptions: Performance

Respondents were asked to rate ORC’s performance on a range of measures that relate to environmental protection. The measure that respondents provide the highest rating is for protecting and managing the region’s air quality (35%), followed by protecting and managing the region’s waterways (34%), ensuring land-based activity does not affect the environment (31%), and protecting the region’s coastal resources (30%). All measures have seen gradual increases in satisfaction over time.

## Performance



And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is... Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Perceptions: Performance

The tables below show the ratings for ORC’s performance across different districts over time. The results for Waitaki, Dunedin, and Clutha have remained mostly similar to those from 2022. However, ratings for Central Otago for the protection of water quality, land-based activity, and coastal resources have all improved this year. Satisfaction ratings from respondents in Queenstown Lakes for the protection and management of water quality and coastal resources have both declined this year.

## Performance: by area (7–10 ratings)

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Protecting and managing water quality	28%	31%	28%	<b>41%</b>	41%	<b>31%</b>
Protecting and managing air quality	29%	32%	31%	37%	36%	35%
Ensuring land-based activities do not affect the environment	22%	29%	29%	<b>41%</b>	33%	28%
Protecting and managing coastal resources	24%	<b>37%</b>	14%	<b>33%</b>	27%	<b>19%</b>

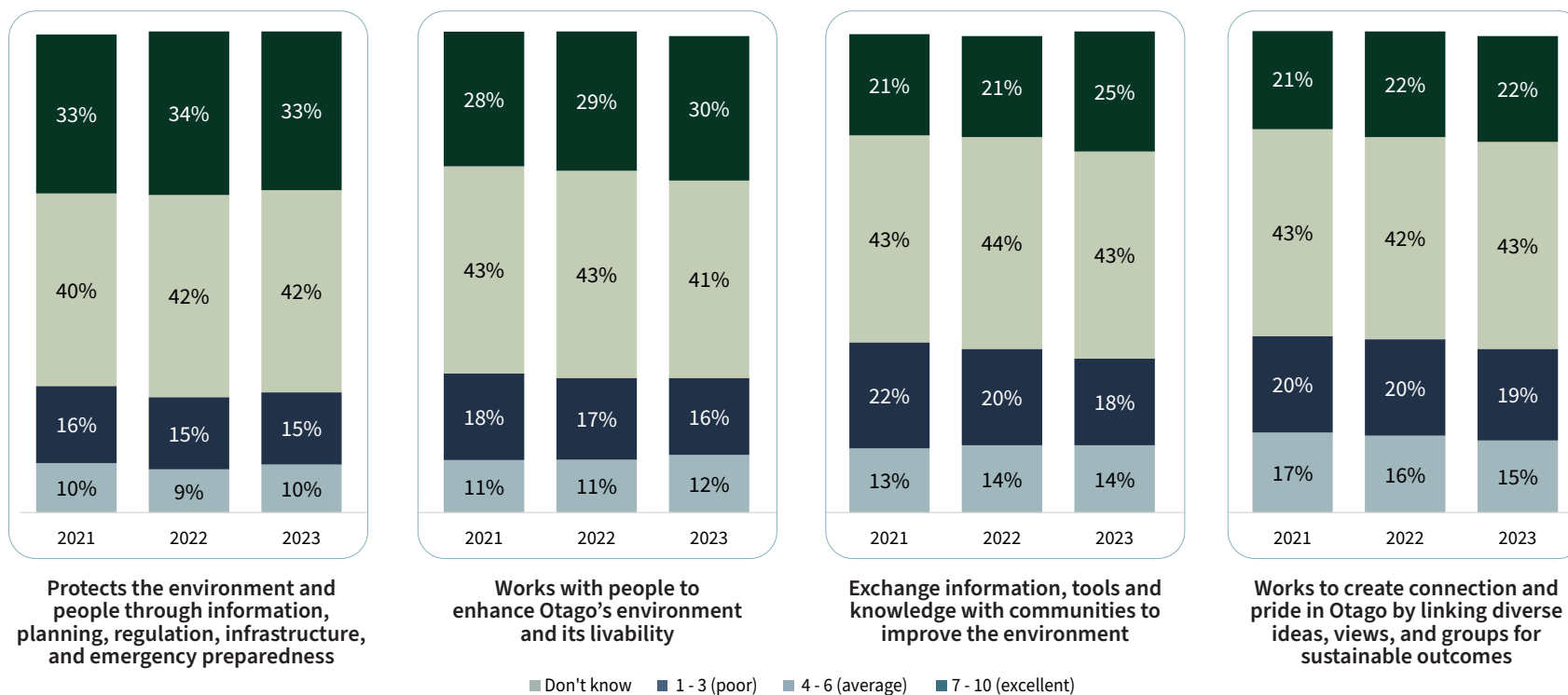
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
Protecting and managing water quality	31%	35%	33%	33%
Protecting and managing air quality	32%	36%	38%	35%
Ensuring land-based activities do not affect the environment	28%	31%	32%	30%
Protecting and managing coastal resources	30%	33%	29%	32%

*And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is...  
Green text indicates the district’s 2023 result is significantly higher or lower than the district’s 2022 result.*

# Perceptions: Delivery

Respondents were asked to rate ORC’s delivery of its role in the Otago Region. Respondents provide the highest ratings for ORC’s role in protecting the environment and people through information (33%) and working with people to enhance the environment and livability (30%). Slightly lower ratings are afforded to how ORC exchanges information with communities (25%) and how ORC creates connections and pride by linking groups (22%). These ratings have remained consistent since monitoring commenced.

## Delivery



I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102

# Perceptions: Delivery

The tables below show the ratings for ORC's delivery across different parts of the district over time. Ratings from respondents in Waitaki, Queenstown Lakes, Dunedin, and Clutha remain similar to those from 2022. However, there is an increase in the positive ratings from respondents in Central Otago, particularly for ORC's work protecting the environment and people, making the region livable, and generating connections across the region.

## Delivery: by area (7–10 ratings)

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
Protects Otago's environment and people	33%	33%	30%	<b>43%</b>	33%	31%
Works with people to enhance Otago's environment and its livability	25%	26%	25%	<b>34%</b>	32%	30%
Exchanges information, so communities can improve the environment	20%	25%	21%	28%	26%	24%
Works to create connections and pride in the region	17%	23%	15%	<b>24%</b>	24%	<b>16%</b>

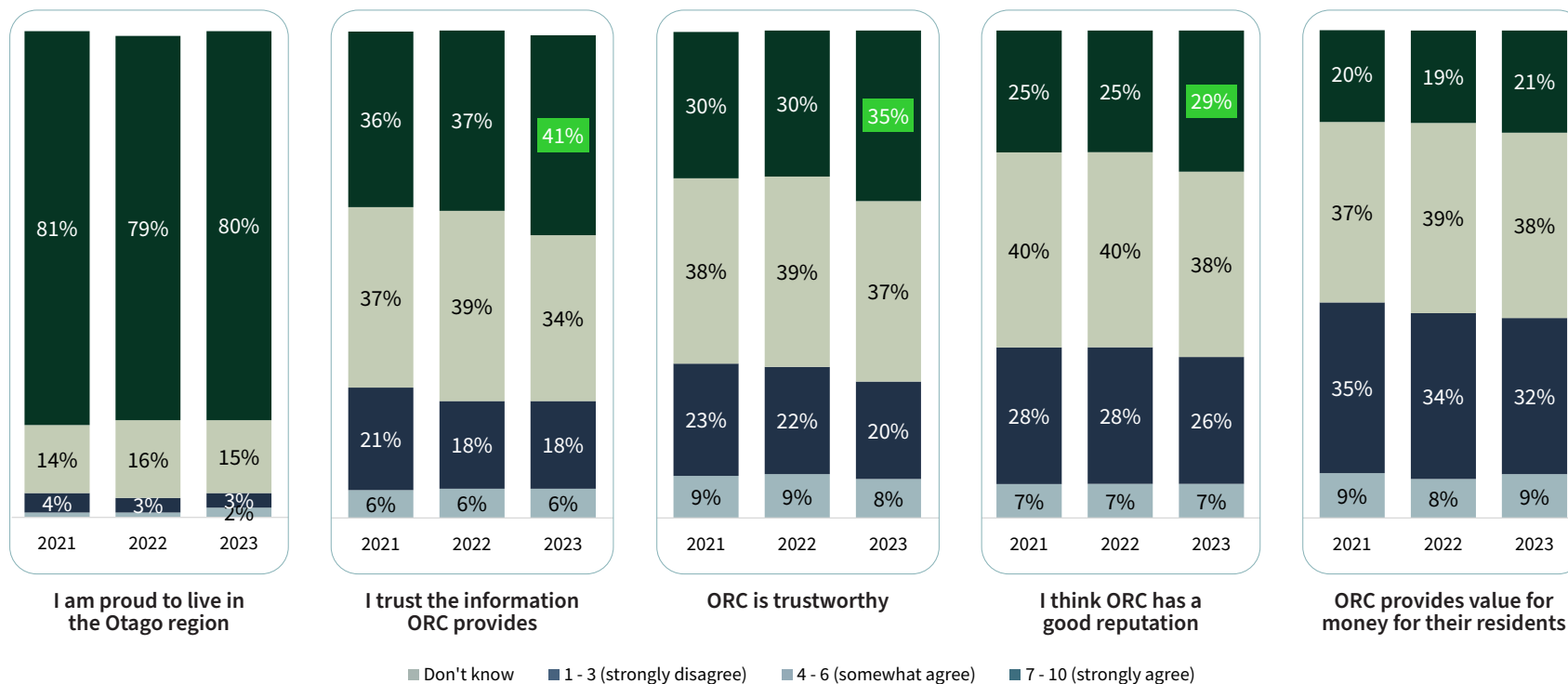
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
Protects Otago's environment and people	34%	32%	37%	35%
Works with people to enhance Otago's environment and its livability	30%	30%	27%	35%
Exchanges information, so communities can improve the environment	19%	25%	22%	24%
Works to create connections and pride in the region	24%	24%	18%	25%

*I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

# Perceptions: Reputation

Respondents were asked to indicate how much they agreed with a series of statements about ORC’s reputation. As with previous years the attribute with the highest agreement is being proud to live in the Otago region (80%). This year, significant increases in agreement are seen for the information that ORC provides (41%), ORC’s trustworthiness (35%), and ORC having a good reputation (29%). The lowest level of agreement is seen for ORC providing value for money for residents however, this is similar to the results for 2021 and 2022.

## Reputation



The next few questions are about your perceptions of Otago Regional Council. Please indicate how much you agree or disagree with the following statements using a 1 - 10 scale where 1 is strongly disagree and 10 is strongly agree. Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102. Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.



# Perceptions: Reputation

The table below shows the agreement for the reputation statements by the different districts. The results for this year are similar to those from 2022 for respondents from Waitaki, Queenstown Lakes, Dunedin, and Clutha. However, there are significant increases in agreement across nearly all the measures for respondents from Central Otago.

## Reputation: by area (7–10 ratings)

	Waitaki 2022	Waitaki 2023	Central Otago 2022	Central Otago 2023	Queenstown Lakes 2022	Queenstown Lakes 2023
<i>Sample size</i>	300	190	300	190	340	190
I am proud to live in the Otago Region	77%	77%	84%	90%	87%	84%
I trust the information ORC provides	33%	37%	32%	<b>44%</b>	44%	45%
ORC is trustworthy	26%	34%	31%	<b>40%</b>	40%	37%
I think ORC has a good reputation	27%	29%	24%	<b>34%</b>	36%	28%
ORC provides value for money for their residents	16%	15%	18%	<b>26%</b>	23%	20%

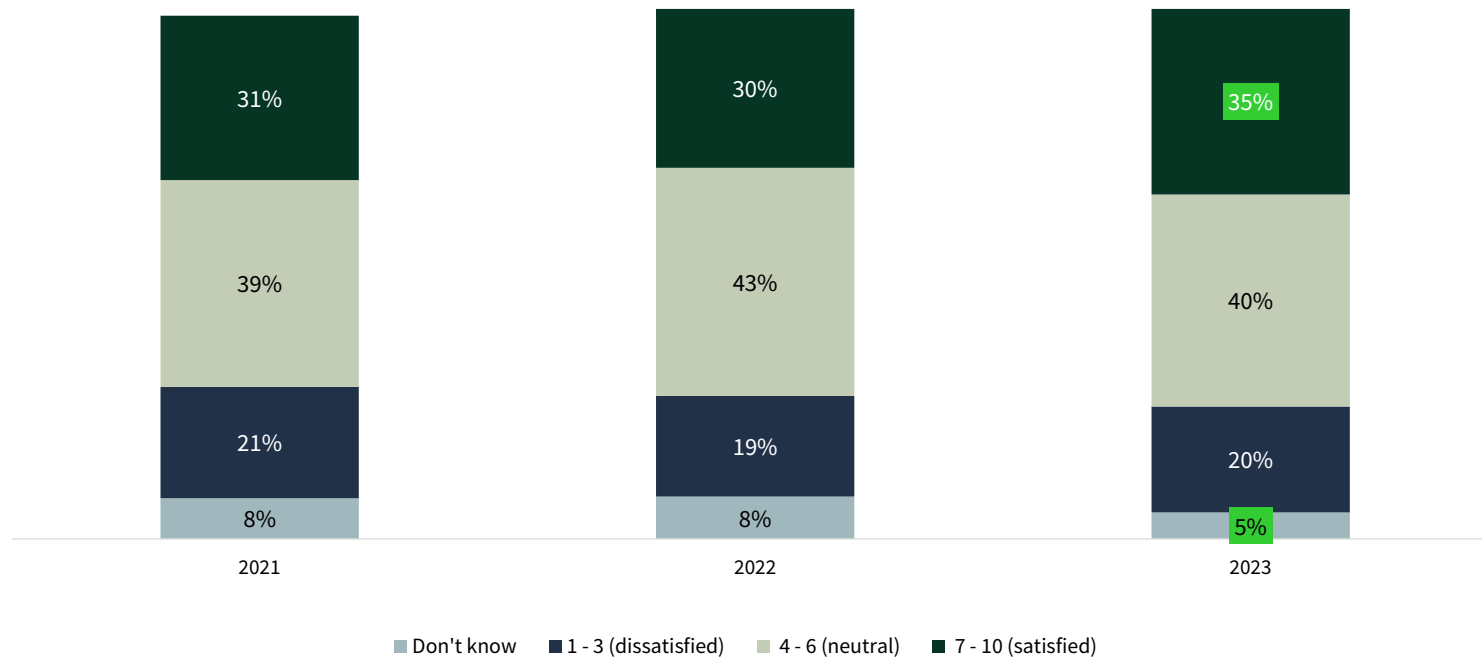
	Dunedin 2022	Dunedin 2023	Clutha 2022	Clutha 2023
<i>Sample size</i>	460	342	300	190
I am proud to live in the Otago Region	75%	78%	82%	79%
I trust the information ORC provides	36%	40%	33%	40%
ORC is trustworthy	27%	34%	31%	32%
I think ORC has a good reputation	20%	28%	27%	33%
ORC provides value for money for their residents	18%	20%	21%	24%

*The next few questions are about your perceptions of Otago Regional Council. Please indicate how much you agree or disagree with the following statements using a 1 - 10 scale where 1 is strongly disagree and 10 is strongly agree. Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result.*

# Overall Satisfaction

Respondents were asked to state how satisfied they were with ORC overall. This year 35% of respondents are satisfied with ORC, 40% provide a neutral response, and 20% are dissatisfied. Only 5% are unsure of what rating to provide. This year sees a significant increase in satisfaction with ORC with a 5% raise in satisfaction ratings since the 2022 result.

## Overall satisfaction



Using the same 1 – 10 scale can you please indicate how satisfied you are with how Otago Regional Council services the Otago region as a whole?  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Overall Satisfaction

Satisfaction results for different areas are shown in the table below. Most results are similar to those from 2022, however, there is a significant increase in satisfaction amongst respondents from Central Otago this year with a 10% increase from the 2022 results.

## Overall satisfaction: by area (7–10 ratings)

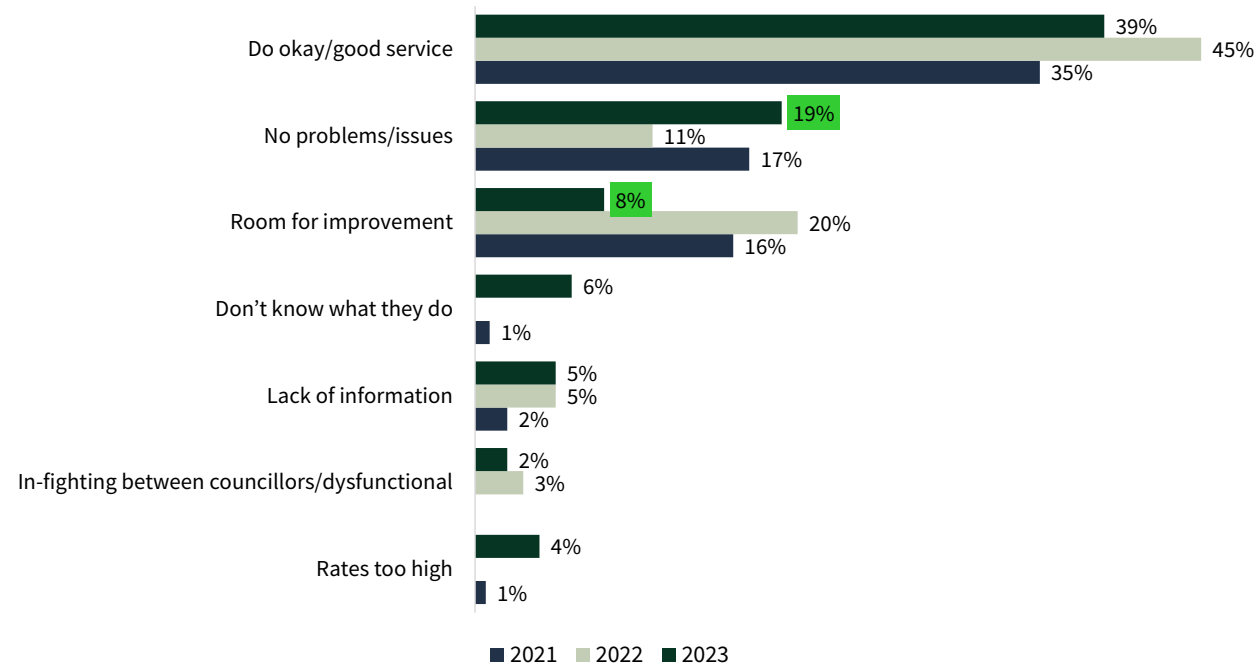
	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha
<i>Sample size</i>	190	190	190	342	190
2023	31%	<b>41%</b>	33%	35%	35%
2022	28%	31%	39%	27%	34%
2021	35%	29%	33%	29%	37%

*Using the same 1 – 10 scale can you please indicate how satisfied you are with how Otago Regional Council services the Otago region as a whole?  
Green text indicates the district's 2023 result is significantly higher or lower than the district's 2022 result*

# Overall: Satisfied Ratings

Respondents were asked to provide a reason for the satisfaction rating they gave. These responses were recorded verbatim and coded into groups after the data collection was completed. Thirty nine percent of satisfied respondents note that ORC does a good job and there is a significant increase in the proportion of satisfied respondents who state that there are no problems or issues with ORC (now 19%, up from 11% in 2022). Positively, there is also a significant decrease in the proportion of respondents who think there is room for improvement (8%, down from 20% in 2022).

## Reasons for satisfied ratings (7–10 ratings)

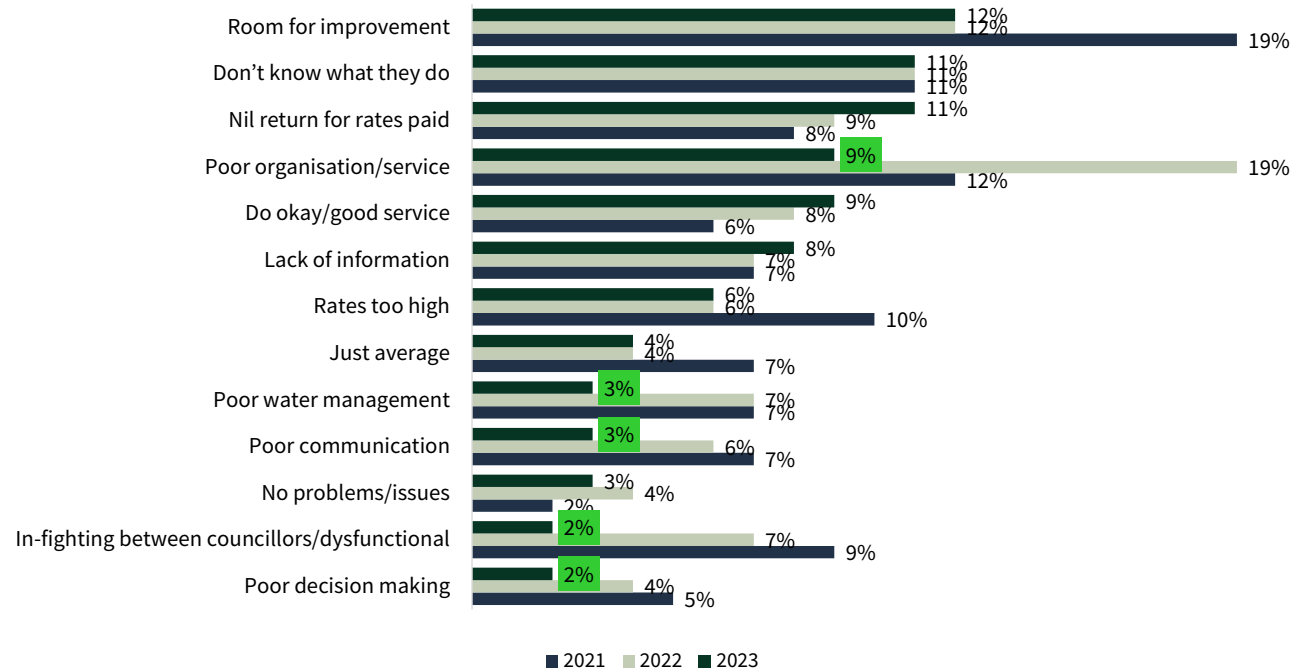


*Why do you say that?*  
 Base 2021 n=539, 2022 n=515 2023 n=369  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Overall: Neutral Ratings

Twelve percent of respondents who provide a neutral rating of ORC’s performance state that they feel ORC has room for improvement, while 11% (each) state that they were unsure what ORC does or they feel there is limited return for the rates paid. Positively, there is a decline in some of the negative perceptions around ORC, particularly that ORC is a poor organisation (9%), poor water management (3%), poor communication (3%), in-fighting (2%), and poor decision making (2%).

## Reasons for neutral ratings (4–6 ratings)

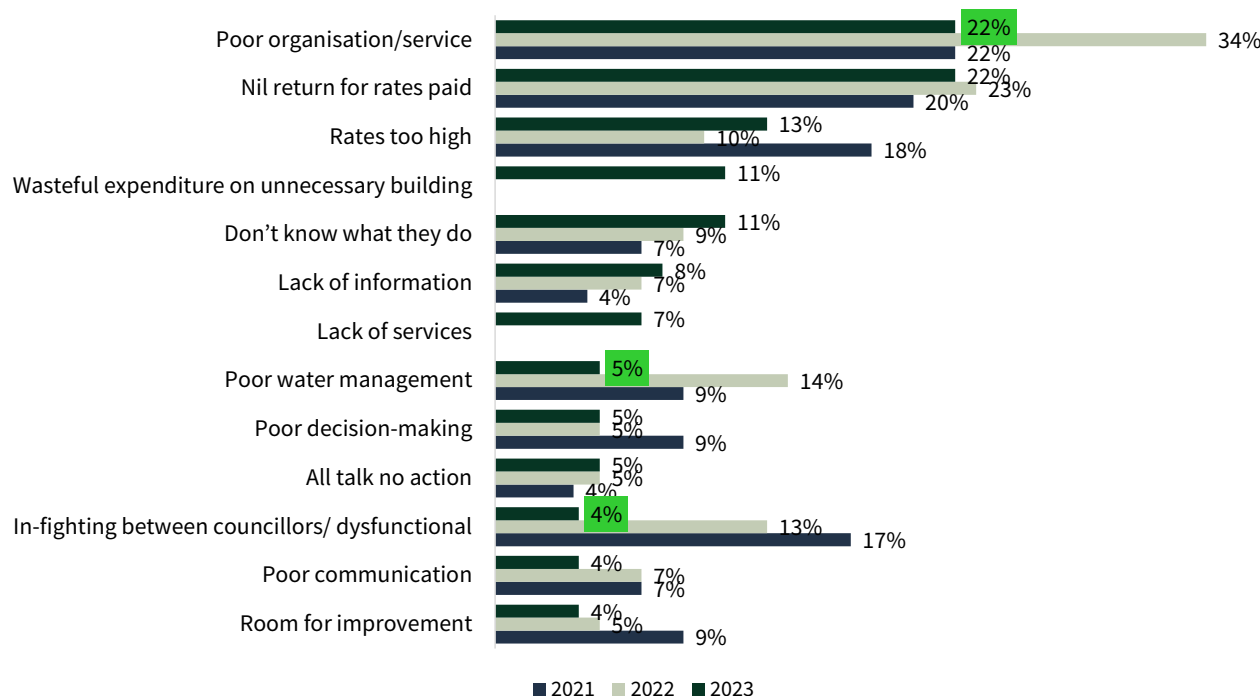


Why do you say that?  
 Base 2021 n=683, 2022 n=718, 2023 n=459  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Overall: Dissatisfied Ratings

Respondents who are dissatisfied with ORC’s performance state ORC is a poor organisation (22%) and there is nil return for the rates paid (22%). This year also sees respondents comment about rates being too high (13%) and wasteful spending on the new ORC building (11%). However, there are significant decreases in reports of poor water management (5%) and in-fighting amongst councillors (4%), and a smaller decrease for poor communication (4%).

## Reasons for dissatisfied ratings (1–3 ratings)



Why do you say that?  
 Base 2021 n=354, 2022 n=327 2023 n=209  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Performance Summary

This year sees stability in performance measures and some improvements in reputation measures.

Respondents' perceptions of ORC's performance regarding environmental protection and management have shown some growth in positive ratings, with the proportion of residents who rate ORC's performance as excellent on several measures, the highest since monitoring began. Management of water quality, effective management of land-based activities, and management of coastal resources have all improved by 2% - 3% over time, while ratings for managing the region's air quality have improved by 5%. These improvements have been mainly seen amongst respondents from the Central Otago district.

There is limited change in the results regarding ORC's delivery, with excellent results sitting between 22% and 33% across the different measures. These scores have remained consistent since monitoring began, with the highest ratings afforded to ORC's work on environmental protection through information, planning, and regulation (33%).

There are significant improvements in ORC's reputation measures, with three of the five measures significantly higher than previous years. In particular, increases are seen in providing information, being trustworthy, and having a good reputation. Again, these increases are seen most significantly amongst respondents from the Central Otago district.

Overall satisfaction is significantly higher than in 2022 and is the highest since monitoring commenced. Notable decreases are seen in negative mentions of ORC's performance, particularly around ORC being a poor organisation, lacking communication, and reports of dysfunctional in-fighting amongst councillors.



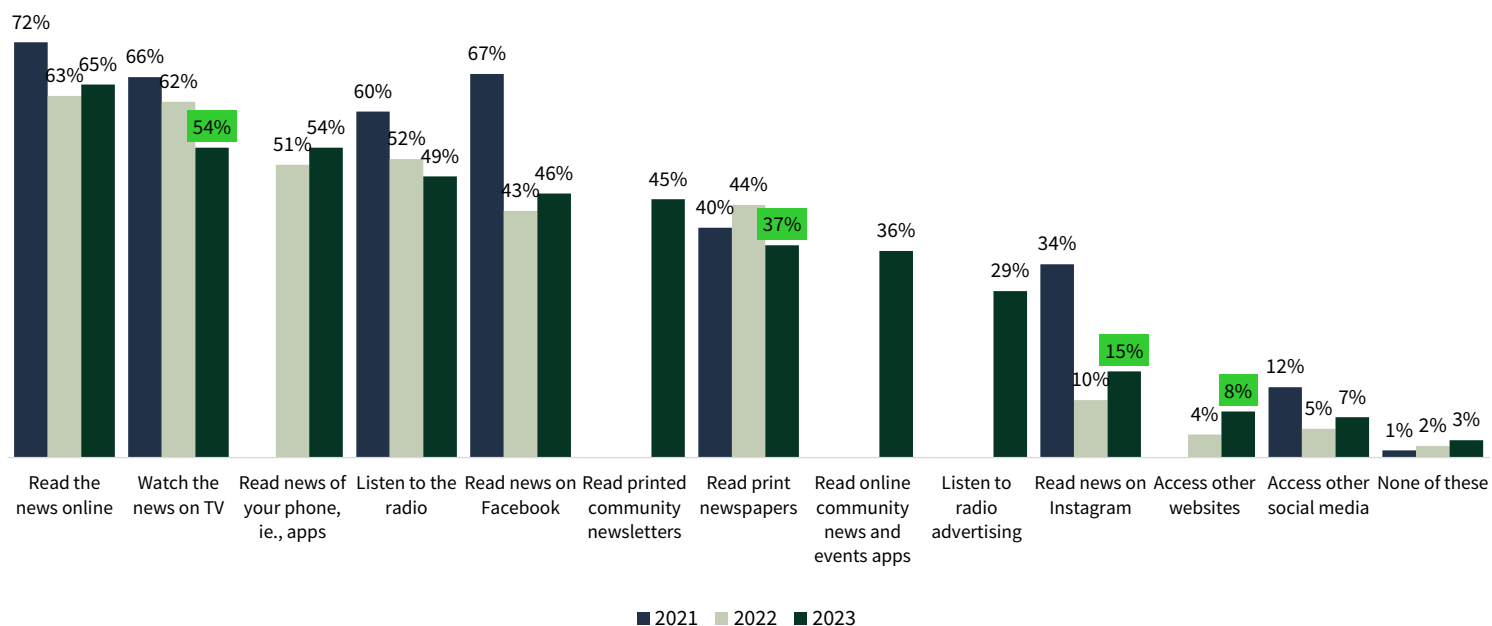
# Engagement



# Media Accessed

Respondents were provided a list of ways to access news media and asked which ones they regularly undertook. The most common source of news from the listed options is reading news online (65%), followed by watching news on television or reading news on a phone (54% each). In new options this year, 36% of respondents note that they read online community news and events apps and 29% state they listen to radio advertising. This year sees decreases in the proportion of people who watch the news on television or who read print newspapers, and an increase of people who access news via Instagram.

## Media accessed regularly



Which of the following do you regularly do?  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
 New codes added in 2023, questions wording changed in 2022.  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.

# Demographic Analysis

The table below shows the media patterns for different demographic groups. Younger respondents are more likely to use social media to access news, while those aged between 40 and 64 years are more engaged with community news. Traditional media forms (radio, television news, and printed newspapers) are still preferred by older respondents although, around one third of respondents in this age group will use app based solutions for their news.

## Media accessed regularly: by demographics

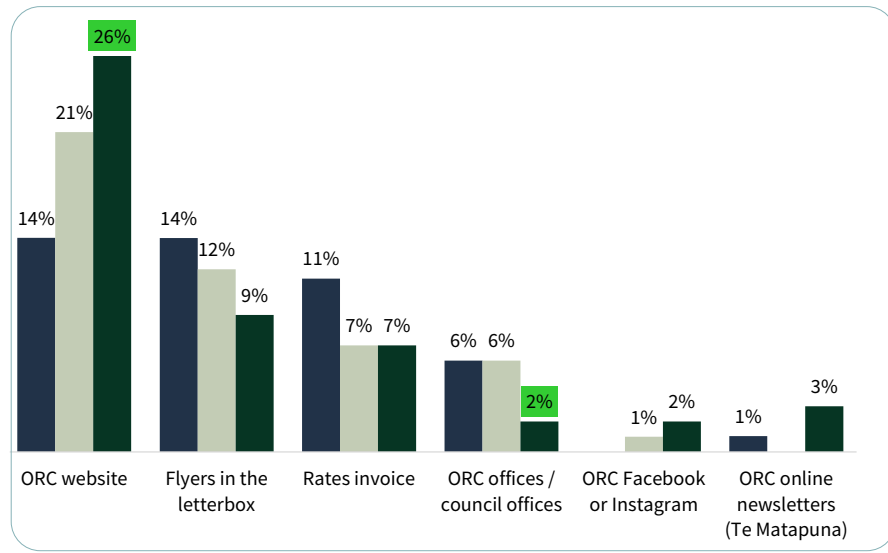
	Male	Female	Under 39	40-64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
Read the news online	64%	66%	67%	66%	60%	66%	64%
Read news on your phone (e.g., news apps)	49%	60%	62%	54%	42%	55%	53%
Watch the news on TV	60%	48%	30%	62%	84%	60%	35%
Listen to the radio news	55%	43%	37%	52%	63%	55%	32%
Read news on Facebook	34%	59%	61%	41%	28%	44%	56%
Read printed community newsletters	51%	40%	28%	49%	71%	49%	34%
Read print newspapers	46%	28%	20%	37%	68%	42%	23%
Read online community news and events apps	33%	39%	33%	42%	31%	39%	30%
Listen to radio advertising	28%	30%	28%	33%	22%	31%	23%
Read news on Instagram	10%	20%	26%	11%	3%	12%	23%
Access other websites (please specify)	10%	6%	8%	8%	11%	8%	8%
Access other social media	9%	5%	8%	6%	7%	7%	8%
None of these	4%	3%	5%	3%	1%	2%	7%

*Which of the following do you regularly do?*

# Information About ORC

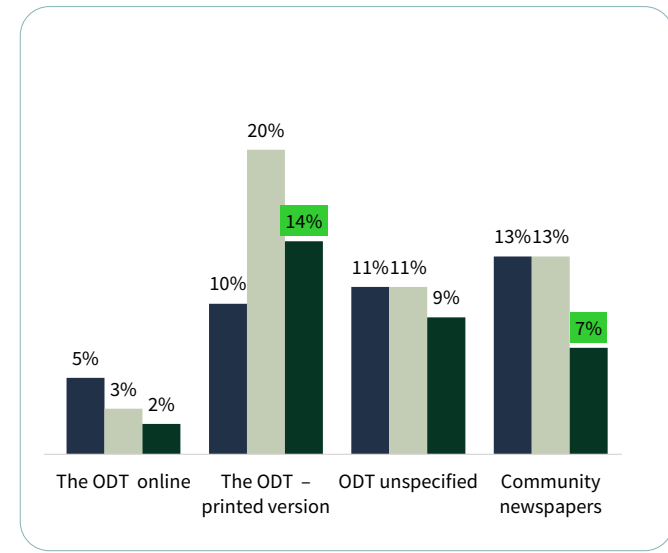
Respondents were asked the main areas they get their news about ORC from. Responses to this question are recorded verbatim and coded into groups after data collection. This year sees an increase in the proportion of respondents who source their information about ORC directly from ORC, particularly in the use of the website. However, there is a decline in the number of respondents who source information from ORC offices. There is a significant decrease in the proportion of respondents who source their information from ODT.

## Where information about ORC is sourced from



ORC Direct:  
Net Score (2022/2021)  
43% (40%/39%)

■ 2021 ■ 2022 ■ 2023



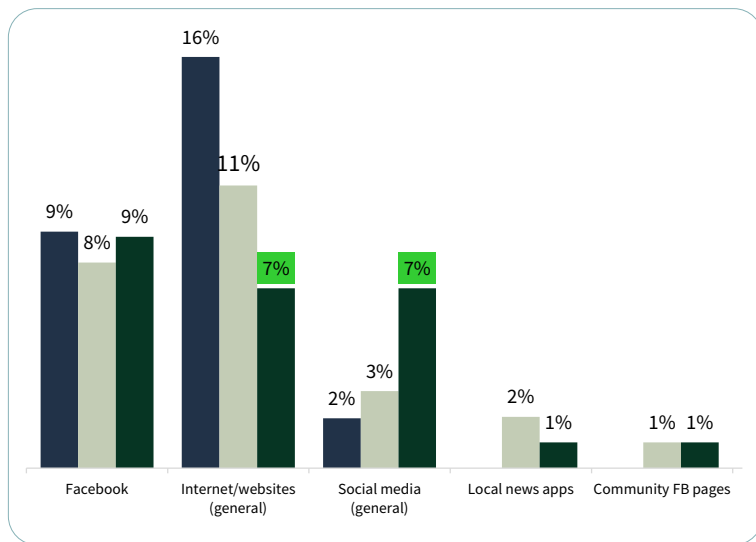
Newspapers:  
Net Score (2022/2021)  
32% (40%/29%)

Please list all the places and people you get information about Otago Regional Council from?  
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
Green shading or text indicates the 2023 result is significantly higher or lower than the 2022 result.

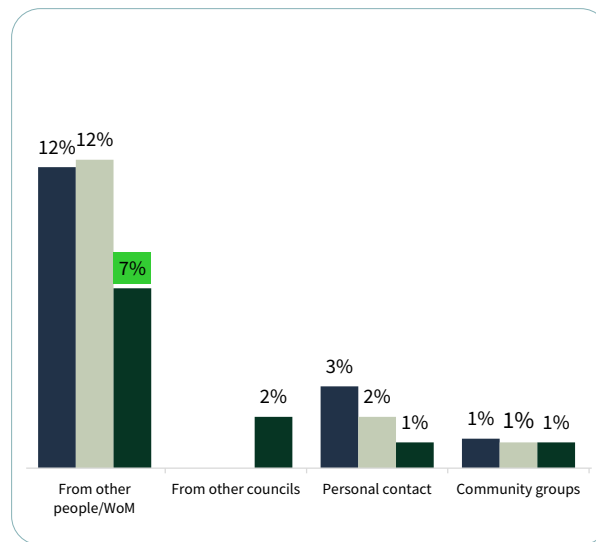
# Information About ORC

This year sees consistency in respondents' use of online or personal channels to source information about ORC. In the online space, there are steady declines over time in the use of Facebook and general Internet searches, and an increase in use of social media generally. A similar decline is also seen for traditional media sources (radio and television).

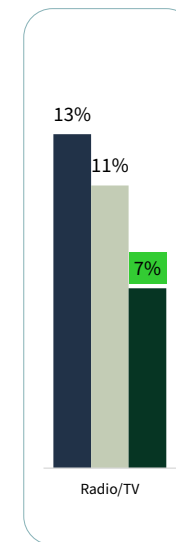
## Where information about ORC is sourced from



Online & Social:  
Net Score (2022/2021)  
24% (26%/27%)



Other People/Personal Contact:  
Net Score (2022/2021)  
10% (15%/16%)



News General:  
Net Score (2022/2021)  
7% (11%/19%)

■ 2021 ■ 2022 ■ 2023

Please list all the places and people you get information about Otago Regional Council from?  
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
Green shading or text indicates the 2023 result is significantly higher or lower than the 2022 result.

# Demographic Analysis

The table below shows where respondents source their information about ORC from based on their demographic group. Younger respondents or non-ratepayers are more likely to source information about ORC from online or social media sources, while older respondents and male respondents are more likely to use traditional media sources such as television or newspapers.

## Where information about ORC is sourced from: by demographics (net scores)

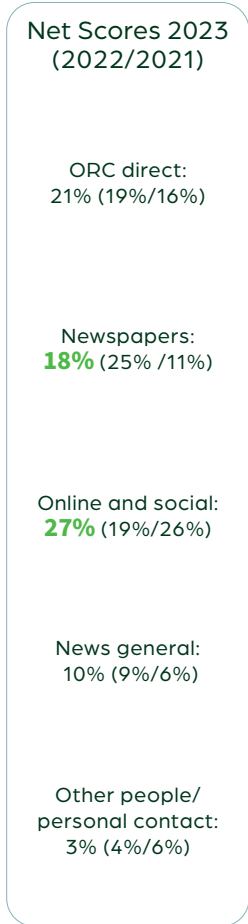
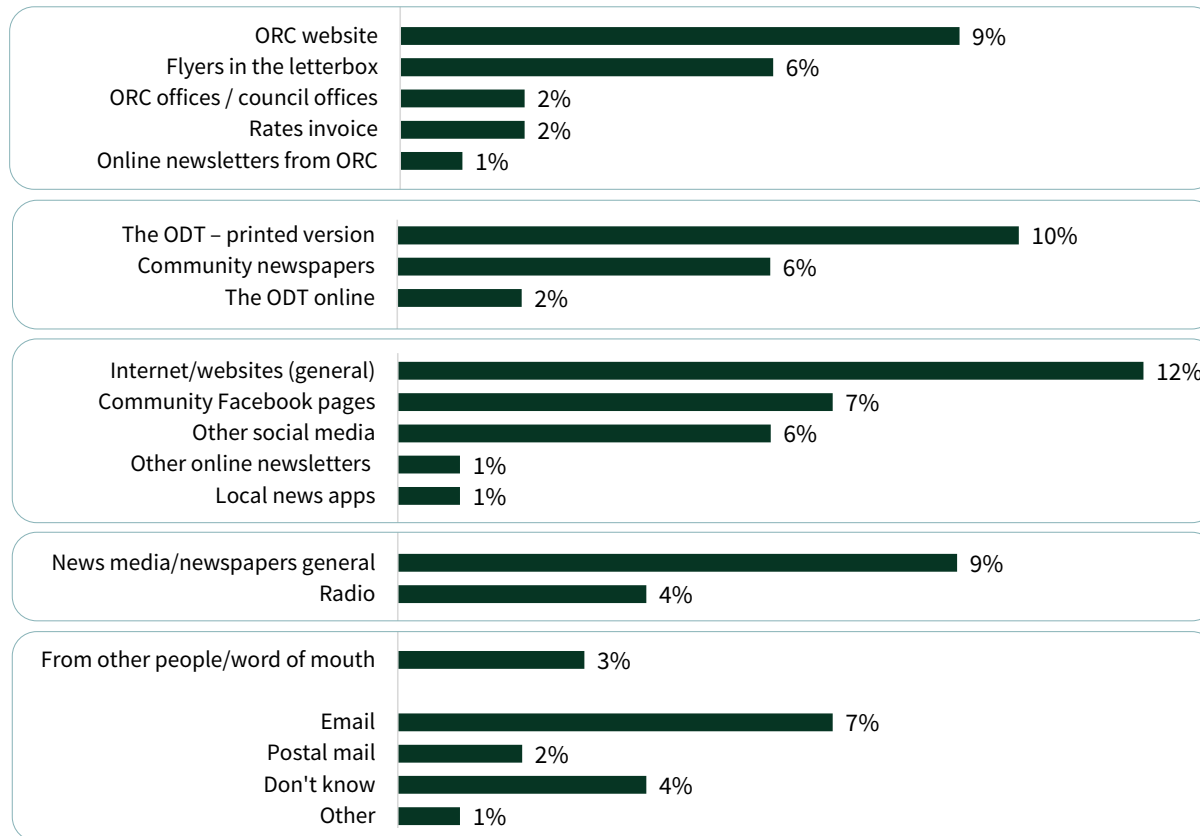
	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
ORC direct	36%	49%	47%	40%	40%	47%	31%
Newspapers	39%	27%	22%	31%	55%	36%	20%
Online and social	17%	30%	32%	19%	17%	19%	39%
Other people/personal contact	7%	14%	11%	10%	9%	9%	12%
News general	10%	5%	2%	9%	14%	8%	5%

*Please list all the places and people you get information about Otago Regional Council from?*

# Preferred Information Source

With regards to preference of source, the majority of respondents would prefer to receive information about ORC via an online source, with a decreasing proportion preferring to receive this information via newspapers.

## Preferred information source for ORC content



Which of these is your most preferred form of receiving information from Otago Regional Council?  
 Base n=1,061  
 Green text indicates the 2023 result is significantly higher or lower than the 2022 result.

# Demographic Analysis

Female respondents and younger respondents are more likely to prefer online and social sources for information about ORC, whereas male respondents preferred general news sources and older respondents prefer newspapers.

## Preferred information source for ORC content: by demographics (net scores)

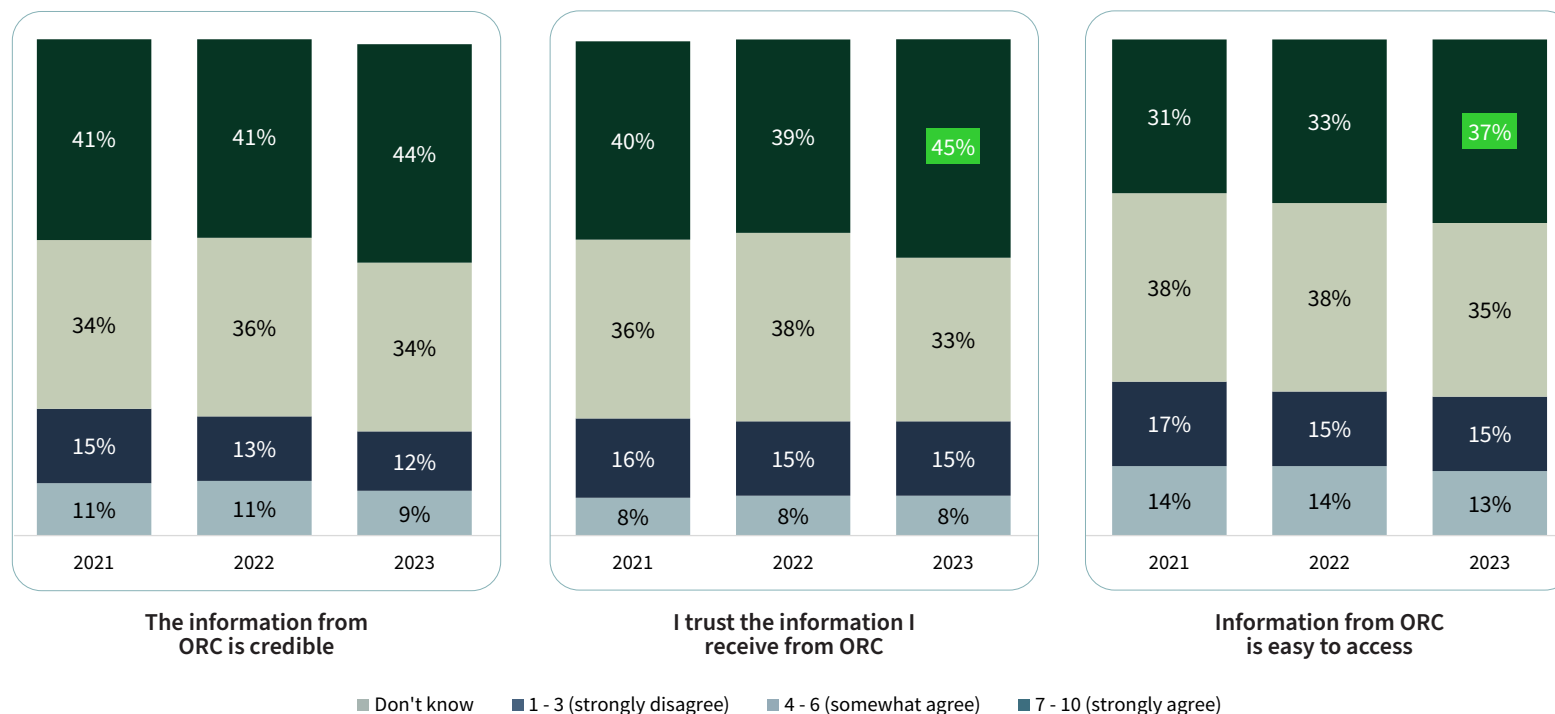
	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
ORC direct	19%	23%	25%	19%	17%	21%	23%
Newspapers	23%	14%	10%	21%	28%	20%	12%
Online and social	17%	35%	36%	26%	15%	25%	35%
News general	15%	6%	6%	8%	20%	12%	4%
Other people/personal contact	2%	4%	4%	3%	1%	2%	5%

*Which of these is your most preferred form of receiving information from Otago Regional Council?*

# Information from ORC

Respondents were asked how much they agreed with a series of statements about the information that ORC provides. This year sees increases in the positive ratings for all measures, with the largest increase seen for the trustworthiness of the information (45%, now 6% higher than 2022). Agreement that the information from ORC is credible (44%) and easy to access (37%) increased 3% and 4% respectively.

## Rating of information from ORC



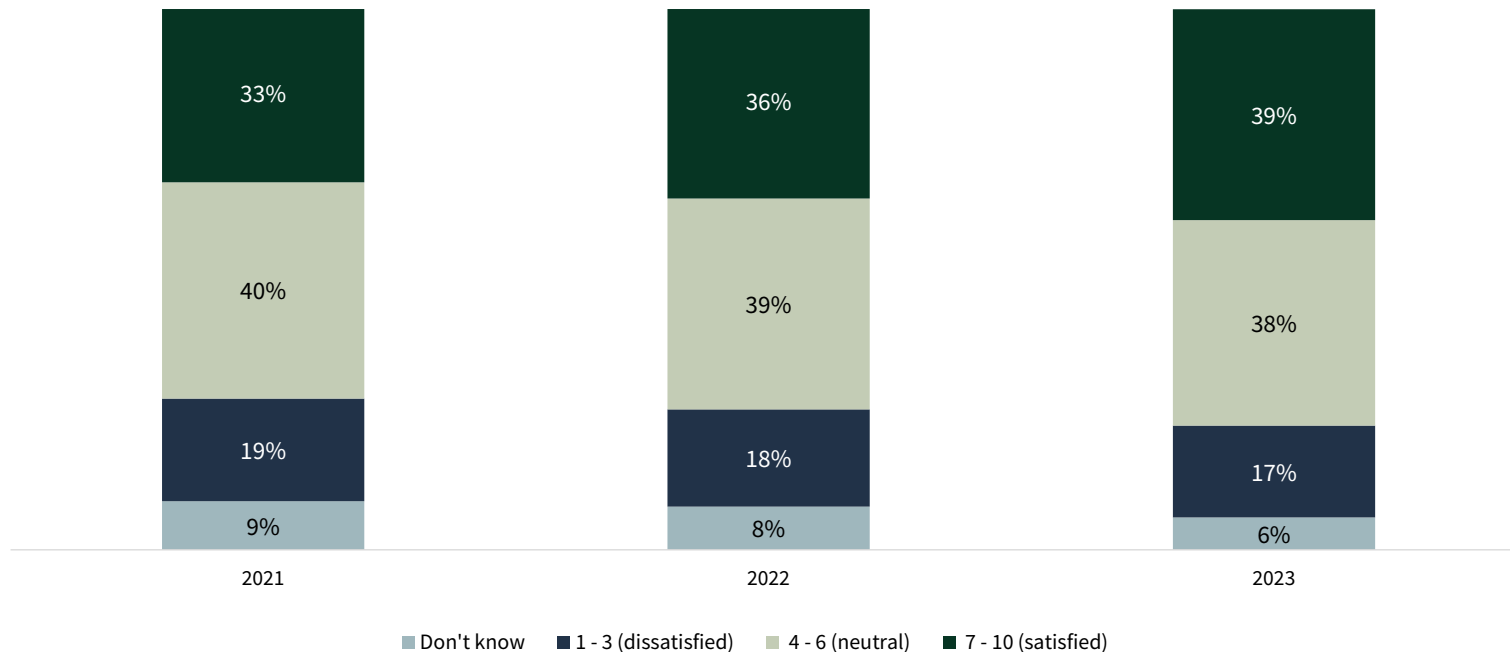
Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council from?  
 Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102  
 Green shading indicates the 2023 result is significantly higher or lower than the 2022 result.



# Satisfaction with Information

Respondents were asked how satisfied they were with the information they received from ORC overall. Thirty nine percent of respondents are satisfied with the information, 38% provide a neutral rating, and 17% are dissatisfied. This year sees a continued increase in the proportion of respondents who are satisfied with the information they receive, with satisfaction at the highest level since monitoring commenced.

## Overall satisfaction with information from ORC



*Using a 1 – 10 scale where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with the information you receive from Otago Regional Council?  
Base 2021 n=1,700, 2022 n=1,700, 2023 n=1,102*

# Demographic Analysis

There were no significant demographic differences between the results with regards to respondents’ satisfaction with the information they receive from ORC. However, indicatively non-ratepayers and respondents who are younger are more likely to be satisfied with the information they receive from ORC.

## Information from ORC: by demographics (7 – 10 ratings)

	Male	Female	Under 39	40–64	65+	Ratepayer	Non Ratepayer
<i>Sample size</i>	520	582	240	479	383	884	195
The information from ORC is credible	44%	44%	44%	45%	43%	45%	43%
I trust the information I receive from ORC	47%	42%	45%	45%	44%	44%	46%
Information from ORC is easy to access	37%	37%	39%	36%	35%	36%	41%
Overall satisfaction	37%	39%	41%	37%	37%	37%	43%

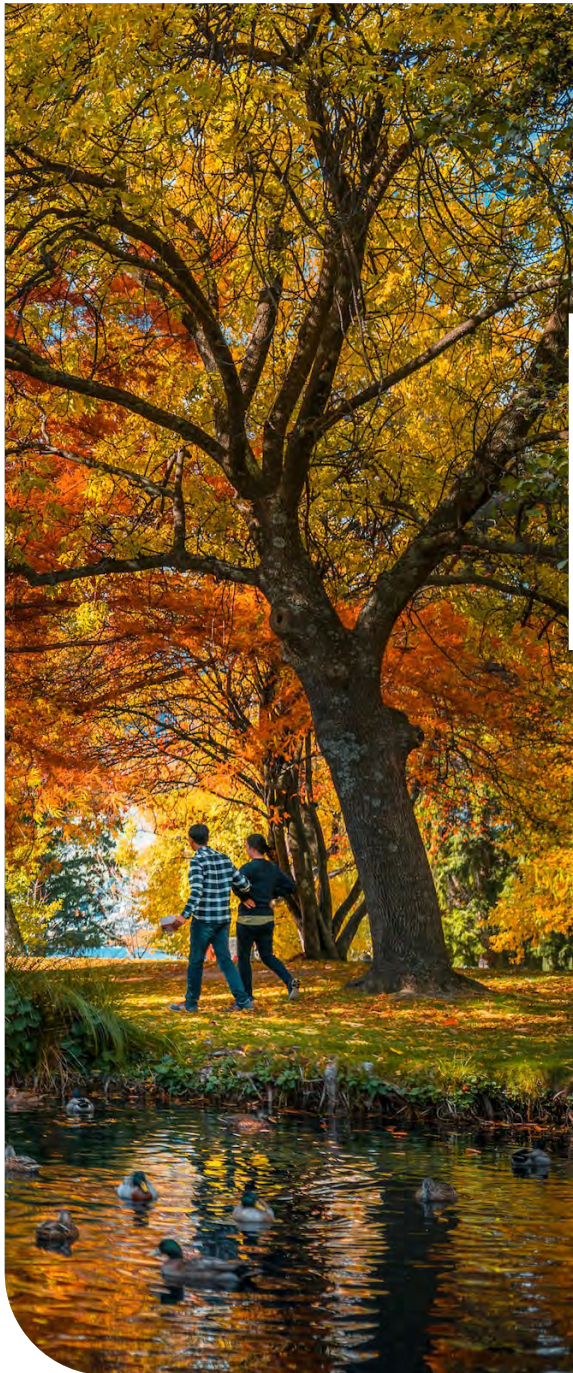
*Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, how please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council.*

# Engagement Summary

This year sees some changes in the media respondents' access, along with declines in traditional news media sources. While there is a continued decline in the use of television for news media, sources such as apps or Instagram are increasingly accessed for news content.

Positively, more information about ORC is sourced from ORC directly, with less content sourced from newspapers. However, online and social media are the preferred channels for information about ORC. In saying this, media consumption is strongly correlated with age, with younger respondents preferring online and digital approaches and older respondents continuing to choose traditional sources.

Perceptions of ORC's information provision increased this year and results are now at the highest level they have been since monitoring commenced. Overall satisfaction with the information ORC provides increased from last year and is now 6% higher than when monitoring started in 2021.



# Concluding Comments

# Concluding Comments

## Summary of results

This year's survey shows consistent public awareness of ORC and an expanding understanding of ORC's role. Awareness of ORC's role in managing natural resources remains steady at 75%, with a continued strong association with water-related activities. Interestingly, there is growing recognition of the ORC's involvement in less prominent areas such as natural hazard risk reduction, climate change adaptation, community engagement, and maritime safety. Awareness levels vary across demographics, with higher awareness among ratepayers and those over 65 years of age. At the same time, awareness is notably lower among non-ratepayers and those under 40 years of age. This has been a consistent trend throughout the monitoring period.

Residents' views of the region's environment largely remain similar to previous years. However, this year sees a slight positive shift in the perception of the quality of coastal resources. Water quality remains a significant concern, mostly driven by its critical role in the broader ecosystem. However, respondents also note the role water quality plays in agricultural, economic, and recreational activities, with some respondents expressing concern about future water scarcity.

Climate change engagement increased this year, with 18% of respondents noting that this is an important issue for the region. Positively, 23% of respondents who feel this is a critical issue for the region rate ORC's response to it as excellent, marking an 8% improvement from 2022.

Overall, respondents perceive ORC's response to environmental issues as improving, with a more significant proportion rating the council's action positively and fewer rating it poorly. However, despite these increases, there is still a call for more urgency and effectiveness, especially in addressing root causes. Indeed it seems that over time there has been an increase in the responses about issue urgency, and a broader understanding of the economic and social effect of environmental management.

This year has seen an increase in respondents' use of ORC services, particularly the bus service, with improved satisfaction ratings across nearly all services. With regards to key performance measures for service provision, there have been small but steady improvements over time, with most measures now sitting between two and five percent higher than when monitoring commenced.

Delivery metrics have remained stable. However, ORC's reputation measures have improved significantly this year, particularly in providing information, trustworthiness, and overall reputation. Overall satisfaction with ORC is now the highest it has been since monitoring began.

Engagement data shows a shift in media consumption, with declines in traditional news sources and an increase in digital and online channels, especially among younger respondents. ORC's information provision has notably improved, reaching its highest satisfaction since the survey's inception. It indicates adaptation to changing communication preferences and a successful effort to enhance public engagement and ORC's overall reputation.

# Concluding Comments

## Recommendations

Based on the above findings, we recommend that ORC consider the following points when looking at future engagement strategies. These points can assist ORC in continuing to improve its services and reputation, effectively manage the region's natural resources, and meet its community's evolving needs and expectations.

### Continued focus on water quality and climate change initiatives

The importance of concentrating on water quality and climate change should be considered, given their direct impact on public health, biodiversity, and the overall sustainability of the Otago region. By prioritising these environmental issues, ORC would align with its core responsibility of natural resource management and directly address residents' primary environmental concerns.

While there is an improved focus on these issues, there is also a sense of urgency about how and when these points are being tackled.

Communicating the impacts of any initiatives that ORC has undertaken, e.g., improved ecological health of water bodies, enhanced habitat preservation, or robust adaptation to climate-related challenges, are likely to be positively received by Otago residents.

### Targeted communication and engagement strategies

Effective communication is crucial for ensuring the public is well-informed and supportive of the ORC's initiatives. By tailoring communication strategies to the diverse preferences of different demographic groups, ORC can continue to enhance public engagement and awareness.

Although the online landscape has many options for tailoring communication, it will be essential to match the type of content with the most appropriate channel, while also ensuring suitable tone and messaging. Developing key metrics to track the engagement of different channels may help to ORC understand successful criteria for each online channel, and refine how and when additional channels are used to maximize reach and impact.

However, ORC should remain cognizant of the role of traditional media and face-to-face approaches in a communications strategy. Building community engagement through educational programs, workshops, and participatory events can enhance awareness and support for ORC's initiatives. Such approaches are particularly relevant in climate change adaptation and natural hazard risk reduction, where residents can play a tangible role in their communities.

### Continue to improve public transport

Public transportation is a vital component of sustainable urban development, and the increasing general satisfaction with ORC's bus service presents an opportunity to build on this positive perception. Enhancing the efficiency, reliability, and coverage of public transportation services is crucial for reducing traffic congestion, lowering emissions, and providing equitable mobility access. While this service is no longer hampered by the driver shortages of 2022, building better reliability into the service would be beneficial for continuing to boost patronage.

# Concluding Comments

## **Improve efficiency in service delivery**

The efficiency of ORC's service delivery is directly linked to public perception of the council's effectiveness. Improving processes like resource consent applications and inquiries can significantly enhance the public's experience and satisfaction. Streamlining processes and introducing more digital solutions for applications and inquiries may help to improve the user experience and overall efficiency, leading to quicker resolutions and enhancing ORC's reputation for responsiveness and competence. This improvement in service efficiency is not just about administrative efficacy; it's about building public confidence in ORC's ability to manage environmental and administrative responsibilities effectively.





# Appendices



# Weighting Proportions

The weight proportions for this work are provided below. These are taken from the 2018 Census data for Otago Region residents aged 18 and over.

Age	Census %
Under 39 years	40%
40 - 64 years	39%
65+ years	21%

Gender	Census %
Male	49%
Female	51%

Area	Census %
Waitaki District	9%
Central Otago District	10%
Queenstown Lakes District	20%
Dunedin City	54%
Clutha District	7%

# Questionnaire

## INTRODUCTION

Good morning/afternoon/evening, it's [NAME] from Symphony Research I'm calling on behalf of a local authority, we are conducting a study about the environmental management of Otago's natural resources and would like to include opinions from your household, could I please speak to the youngest person in the household over the age of 16?

PROMPT: It should take about 15 minutes of your time.

PROMPT: At the end of the survey there is the opportunity to go into the draw to win 1 of 6 Prezzy Cards

PROMPT: We're from Symphony Research, an independent research company hired to do this research. All your responses are confidential - so please feel free to be as frank as you like.

PROMPT: Our client is a local authority interested in residents' awareness of activities and their views on environmental management.

## SCREENERS

Before we start, can I please check that you are over 16 years of age?

1. Yes
2. No - thank and close

Does anyone in your household work for a local government council in Otago?

1. Yes - thank and close
2. No

Which of the following areas do you live in? CHECK QUOTAS

1. Waitaki District
2. Central Otago District
3. Queenstown Lakes District
4. Dunedin City
5. Clutha District
6. None of these – thank and close

IF WAITAKI: Are you in the Otago Region or the Canterbury Region of Waitaki?

1. Otago – continue
2. Canterbury – thank and close

Which of the following age groups are you in? CHECK QUOTAS - Read out

1. Under 39 years
2. 40-54 years
3. 55-64 years
4. 65+ years
5. Prefer not to say

And which of the following best describes you? CHECK QUOTAS

1. Male
2. Female
3. Gender diverse
4. I identify as \_\_\_\_\_
5. Prefer not to say

## SECTION 1: KNOWLEDGE

1A: Firstly, which organisation do you understand to be responsible for the management of the Otago region's natural resources?

Record all mentions

1. Otago Regional Council/ORC
2. Department of Conservation/DOC
3. Regional Council
4. Council (general)
5. District Council
6. Queenstown Lakes District Council/QLDC
7. Environment Canterbury/ECAN
8. Dunedin City Council/DCC
9. Waitaki District Council
10. Central Government
11. Work and Income
12. MPI
13. Other specify
14. Don't know
15. No comment/none

1B: Have you heard of Otago Regional Council?

1. Yes
2. No
3. Not sure

1C: Otago Regional Council is the regional government authority which is responsible for the management of natural resources across the Otago Region including those in Waitaki, Queenstown Lakes, Dunedin, Clutha, and Central Otago districts.

Thinking about the work the Otago Regional Council might do, please list all of the areas you are aware they are involved in.

Record all mentions

# Questionnaire

1. Water quality
2. Air quality
3. Water control
4. Pest management
5. Flood management
6. Land erosion
7. Public transport
8. Resource consents
9. Roading
10. Rates
11. Weed control
12. Biosecurity
13. Waste management
14. Civil defence/emergencies
15. Natural resources
16. Pollution
17. Tracks/trails
18. Conservation
19. Infrastructure
20. Other specify
21. Don't know
22. No comment

1D: Before this survey, were you aware Otago Regional Council were involved in...?  
Read out, select as many as applicable

1. Issuing resource consents
2. Air quality monitoring
3. Public transport
4. Biodiversity and pest management
5. Pollution response
6. Water quality monitoring
7. Investigating environmental incidents and making sure people are following the rules
8. Climate change adaptation
9. Reducing risks from natural hazards
10. Civil defence and emergency management
11. Community engagement and education
12. Developing plans and policies to make sure our resources are managed properly
13. Taking government policy about managing natural resources and

14. implementing it for Otago
15. Flood protection infrastructure, like stopbanks and drainage schemes
16. Navigational safety
17. Something else, please specify
17. Don't know

1E: I am going to read out a list of statements about the role the Otago Regional Council has in the Otago region. Please indicate how well you think Otago Regional Council delivers on each of these areas using a scale where 1 is extremely poorly and 10 is excellent.

For this question the term ORC refers to Otago Regional Council.  
Randomise row order

- ORC protects Otago's environment and people through information, planning, regulation, infrastructure and emergency preparedness and response.
- ORC works to create connection and pride in our region by linking diverse ideals, views, groups and sectors for sustainable outcomes.
- ORC works with people to enhance Otago's environment and its livability
- ORC exchanges information, tools and knowledge with communities, so they can do things better for the environment and people.

1F: And, using the same scale where 1 is extremely poorly and 10 is excellent how well or poorly do you think Otago Regional Council is...  
Randomise row order

- Protecting and managing the quality of air in Otago Region
- Protecting and managing the quality of coastal resources in Otago Region
- Ensuring land-based activities do not adversely affect the environment in Otago Region
- Protecting and managing the quality of water in Otago Region's rivers, lakes, and streams

1G: And, for each of the following, do you think each of the following is generally improving, staying the same, or deteriorating in the Otago region?  
Randomise row order

- Air quality in the Otago region
- Quality of coastal resources in the Otago region
- The state of the land-based environment in the Otago region
- Quality of water in Otago Region's rivers, lakes, and streams

# Questionnaire

## SECTION TWO: PERCEPTIONS

2A: Which of the following services have you used in the past 12 months?

Read out, randomise options

1. Used the bus service in Dunedin or Queenstown (Orbus)
2. Applied for a resource consent through Otago Regional Council
3. Reported pollution to the Pollution Hotline
4. Made an enquiry about the rules to Otago Regional Council
5. Used the Otago Regional Council website to locate information about ORC services and rules
6. None of these - skip to Q2C

2B: Thinking now specifically about the service you received, not the outcome of a particular interaction, using a 1 – 10 scale where 1 is extremely dissatisfied and 10 is extremely satisfied, please indicate how satisfied you were with the service you received when you...

Ask for all selected at 2A,

Randomise row order

- Used the bus service in Dunedin or Queenstown (Orbus)
- Applied for a resource consent through Otago Regional Council
- Reported pollution to the Pollution Hotline
- Made an inquiry about the rules to Otago Regional Council
- Used the Otago Regional Council website to locate information about Council services and rules

[Ask 2B-1 to 2B-5 for all residents who rated 1-4 for each of the previous measures at Q2]

2B-1: You indicated you were dissatisfied with the bus service in Dunedin or Queenstown, why do you say that?

2B-2: You indicated you were dissatisfied with the service when you applied for a resource consent through Otago Regional Council, why do you say that?

2B-3: You indicated you were dissatisfied with the service you received using the Pollution Hotline, why do you say that?

2B-4: You indicated you were dissatisfied with the service when you made an enquiry about the rules to Otago Regional Council, why do you say that?

2B-5: You indicated you were dissatisfied with the Otago Regional Council website when locating information about Council services and rules, why do you say that?

2C: The next few questions are about your perceptions of Otago Regional Council. Please indicate how much you agree or disagree with the following statements using a 1 - 10 scale where 1 is strongly disagree and 10 is strongly agree.

Randomise row order

- Otago Regional Council is trustworthy
- I trust the information Otago Regional Council provides
- I think Otago Regional Council has a good reputation
- I am proud to live in the Otago Region
- Otago Regional Council provides value for money for their residents

2D: Using the same 1 – 10 scale can please indicate how satisfied you are with how the Otago Regional Council services in the Otago region as a whole?

1. 1 - Very dissatisfied
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – Very satisfied
11. Don't know – SKIP TO 3A

2E: Why do you say that?

Do not read out, code all mentions

1. Poor communication
2. Poor organization/service
3. Do okay/good service
4. No community engagement
5. In fighting between Councillors/dysfunctional
6. Nil return for rates paid
7. Room for improvement
8. Rates too high
9. No problems/issues
10. All talk no action
11. Don't know what they do
12. Poor decision making

# Questionnaire

13. Just average  
 14. Lack of information  
 15. Poor water management  
 16. Don't know  
 17. No comment  
 18. Other specify

**SECTION THREE: EXPECTATIONS**

3A: Can you please tell me what you think is the most important environmental issue facing the Otago Region today?

1. Climate change
2. Water quality
3. Public transport
4. Land/beach erosion
5. Air quality
6. Flood control
7. Pest management
8. Communication/information from ORC
9. Forestry/land management
10. Don't know
11. No comment
12. Other specify

3AA: Why do you think this is the most important issue facing Otago Region?  
 Record Verbatim

3B: Using a 1 – 10 scale where 1 is very poor and 10 is excellent, how well has Otago Regional Council responded to this environmental issue?

1-	1 - Very poor
1.	2
2.	3
3.	4
4.	5
5.	6
6.	7
7.	8
8.	9
9.	10- excellent
10.	Don't know

3C: Why do you say that?

**SECTION FOUR: ENGAGEMENT**

4A: Which of the follow do you regularly do?  
 Randomise codes, read out

1. Read the news online
2. Read news on your phone (e.g., news apps)
3. Read print newspapers
4. Read news on Facebook
5. Read news on Instagram
6. Listen to the radio news
7. Watch the news on TV
8. Access other websites, (please specify)
9. Access other social media, please specify \_\_\_\_\_
10. None of these – skip to 4b

4a: Can you please tell me any other areas that you prefer to get your news from?  
 Do not read out, code all mentions

1. Friends/business associates
2. Otago Daily Times/local community papers
3. Local community news apps installed on your phone
4. Email
5. Television/radio
6. Web sites/Stuff/Herald
7. Facebook - Community Facebook pages
8. Facebook – general mention
9. YouTube/Twitter
10. Journal publications/reports
11. Postal mail
12. Magazines
13. Don't know/none
14. Other specify

4B: Where , or from whom, do you get information about Otago Regional Council?  
 Do not read out, code all mentions

1. The Otago Daily Times online
2. The Otago Daily times – print version
3. Local community printed newspapers
4. Community Facebook pages
5. Otago Regional Council Facebook

# Questionnaire

6. Otago Regional Council Instagram  
 7. Local news apps e.g., Central Otago or Wanaka app  
 8. The Otago Regional Council website  
 9. Printing materials from Otago Regional Council's website  
 10. Rates invoice  
 11. Otago Regional Council flyers in the letterbox  
 12. Otago Regional Council offices / council customer staff  
 13. Yellow pages  
 14. Radio  
 15. Personal contact  
 16. From other people/word of mouth  
 17. Meetings  
 18. Community groups  
 19. School  
 20. TV advertisements  
 21. Advertisements on YouTube  
 22. Internet/websites (general)  
 23. Online paid advertisements  
 24. Other social media, please specify \_\_\_\_\_  
 25. Online newsletters from ORC/ The Source/ Te Matapuna  
 26. Other online newsletters  
 27. Other, please specify \_\_\_\_\_  
 28. I don't get any information about Otago Regional Council - skip to Q4d

4C: What is your preferred form of receiving information from Otago Regional Council?  
 Insert options selected at 4B

1. The Otago Daily Times online  
 2. The Otago Daily times – print version  
 3. Local community printed newspapers  
 4. Community Facebook pages  
 5. Otago Regional Council Facebook  
 6. Otago Regional Council Instagram  
 7. Local news apps eg the Central Otago or Wanaka app installed on your phone  
 8. The Otago Regional Council website  
 9. Printing materials from Otago Regional Council's website  
 10. Rates invoice  
 11. Otago Regional Council flyers in the letterbox  
 12. Otago Regional Council offices / council customer staff  
 13. Yellow pages  
 14. Radio

15. Personal contact  
 16. From other people/word of mouth  
 17. Meetings  
 18. Community groups  
 19. School  
 20. TV advertisements  
 21. Advertising on YouTube  
 22. Internet/websites (general)  
 23. Online paid advertising  
 24. Other social media, please specify \_\_\_\_\_  
 25. Online newsletters from ORC/ The Source/ Te Matapuna  
 26. Other online newsletters  
 27. Other, please specify \_\_\_\_\_

4D: Using a 1 – 10 scale where 1 is strongly disagree and 10 is strongly agree, how please rate how much you agree with each of the following statements about the information you receive from Otago Regional Council.  
 Randomise statements

- The information from Otago Regional Council is credible
- I trust the information I receive from Otago Regional Council
- Information from Otago Regional Council is easy to access

4E: Using a 1 – 10 scale where 1 is very dissatisfied and 10 is very satisfied, overall how satisfied are you with the information you receive from Otago Regional Council?

1. 1 - Very dissatisfied  
 2. 2  
 3. 3  
 4. 4  
 5. 5  
 6. 6  
 7. 7  
 8. 8  
 9. 9  
 10. 10 – Very satisfied  
 11. Don't know

# Questionnaire

## SECTION FIVE: DEMOGRAPHICS

5A: The final few questions are just to make sure we get a good cross section of people.

Which of the following best describes your household situation?

Read out, single response

1. Young single, living alone
2. Group flatting together
3. Young couple, no children
4. Family, mainly pre-school children
5. Family, school children
6. Family, adult children
7. Middle aged couple/ single person
8. Older couple/ single person
9. Boarding or similar
10. Prefer not to say

5B: Which of the following best describes your household income before tax annually?

Read out, single response

1. Under \$40,000
2. \$40,001 - \$80,000
3. \$80,001 - \$120,000
4. \$120,001+
5. Prefer not to say

5C: Do you pay rates on a property in the Otago region?

1. Yes
2. No
3. Prefer not to say

5D: Which of the following best describes the kind of work you do?

Read out, multi choice

1. Full time paid work
2. Part time paid work
3. Part time self employed/ contractor
4. Full time self employed/ contractor
5. Caring for children (unpaid)
6. Volunteer work
7. Not currently in paid employment
8. Student
9. Retired

10. Other, please specify \_\_\_\_\_
11. Prefer not to say

5E: Which of the following best describes you?

Read out, multi choice

1. European/ New Zealander
2. Māori
3. Pacific Islander
4. Asian
5. Another ethnicity, please specify \_\_\_\_\_
6. Prefer not to say

5F: Where you born in New Zealand?

1. Yes
2. No
3. Prefer not to say

5G: Which if any of the following groups do you belong to:

Read out, multi choice

1. Environmental advocacy groups
2. Catchment group
3. Irrigation collective
4. Tourism or business advocacy groups
5. Primary sector advocacy or industry groups (please specify)
6. Other advocacy or interest groups that regularly interact with ORC (please specify)
7. None of the above

5H: Whereabouts in [insert area at S1] do you live?

Thank-you for those answers, that is all the questions for today. Would you like to go into the draw to win 1 of 6 Prezzy Cards?

1. Yes – fill in contact details
2. No – end survey

# Sample Structure

## Employment

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Full time paid work	38%	42%	53%	44%	44%	44%	47%	46%
Part time paid work	21%	17%	13%	14%	17%	16%	20%	18%
Caring for children (unpaid)	5%	3%	4%	4%	4%	4%	3%	4%
Volunteer work	5%	5%	6%	3%	6%	5%	4%	6%
Not currently in paid employment	4%	3%	4%	4%	6%	4%	4%	4%
Student	2%	1%	2%	5% ↑	1%	2%	3%	3%
Retired	30%	36%	28%	31%	31%	31%	25%	26%
Other	2%	1%	0%	3%	2%	2%	1%	2%
Prefer not to say	2%	1%	1%	1%	2%	1%	1%	1%

*Which of the following best describes the kind of work you do?*



# Sample Structure

## Household Situation

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Young, no children	4%	9%	14%	12%	8%	10%	13%	11%
Family	32%	27%	32%	38%	41%	34%	35%	34%
Older, no children	62%	61%	52%	47%	49%	53%	50%	53%
Other	1%	2%	1%	1%	0%	1%	2%	2%

*Which of the following best describes your household situation?*

## Ratepayer

	Waitaki	Central Otago	Queenstown Lakes	Dunedin	Clutha	TOTAL	2021	2022
Ratepayer	80%	83%	75%	79%	85%	80%	80%	80%
Non-ratepayer	18%	14%	22%	19%	14%	18%	18%	18%
Prefer not to say	2%	4%	3%	2%	1%	2%	1%	2%

*Do you pay rates on a property in the Otago region?*

versus

ORC Community Survey Action Plan 2023 (for 2024 implementation)- DRAFT

Ref	Description	Area of Focus Link to recommendations	Teams Responsible/	Details/ Next steps
1	Regional A&P Shows and Wānaka A&P Show 2024 and other community workshops and events	Perceptions: Services Knowledge: Activity Awareness Engagement	Comms and MKTG, Environmental Implementation, Councillors, other ORC teams Ongoing From previous year	<ul style="list-style-type: none"> <li>Build on the success of 2023</li> <li>Wanaka 8-9 March, Omakau Saturday 10 Feb, Ranfurly Wednesday 14 Feb, Roxburgh Saturday 17 Feb, Middlemarch Tuesday 19 March</li> <li>EIT/Regulatory workshops eg IWG and Freshwater Farm Plans</li> </ul>
2	Build community engagement framework and using as a guide for best-practice communications, methods and timings.  Building engagement through educational activities	Engagement	Lead Team: Executive Advice Supporting: Environmental Implementation, Comms and MKTG, Reshaped from previous year	<ul style="list-style-type: none"> <li>Conduct a deep dive on community engagement as a strategic risk that will be presented to Audit and Risk in March.</li> <li>We have also undertaken a key stakeholder analysis and the development of a tiered key stakeholder list for the 2024-34 LTP as well as the development and implementation of early engagement with key stakeholders for the 2024-34 Long-Term Plan.</li> <li>Work on an Engagement framework for ORC.</li> <li>Through educational programmes, workshops, and participatory events can enhance awareness and support for ORC's initiatives. Such approaches are particularly relevant in climate change adaptation and natural hazard risk reduction, where residents can feel empowered through improved communication and then play a tangible role in supporting their communities., alongside ORC.</li> </ul>
3	Develop ORC Brand — Strategy around consistency in messaging. Visual identity, style guide etc. Templates for channels,	Delivers against all areas	Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> <li>Need to add to existing templates</li> <li>IT to complete adding templates directly into PowerPoint and Word</li> <li>Communications has implemented Plain Language workshops and will continue to roll these out. Writing style guide in progress.</li> <li>Working with stakeholders to use the correct logos and also brand colours and correct placement wherever possible.</li> </ul>
4	Tell more positive stories about ORC staff and their work and promote through various platforms and channels, both owned and paid.	Perceptions: Services Knowledge: Activity Awareness	Whole organisation with help from Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> <li>Do proactive media releases, supply video and images to media, opportunities for roving comms. Explore new ways of reaching audiences, channels, content ideas.</li> <li>Social media content strategy to increase followers of ORC page, and engagement</li> <li>Media Training</li> <li>Plain language workshops</li> </ul>

5	Water and air quality/ land management educational campaigns on initiatives that ORC has initiated	Knowledge: Awareness Perceptions: Services	Regulatory, Science, EIT Comms and MKTG, ORC teams <b>New</b>	<ul style="list-style-type: none"> <li>Community Survey identified as a recommendation.</li> <li>Continued focus on water quality initiatives. Communicating the impacts of any initiatives that ORC has undertaken</li> <li>Communicating in plain language the science and monitoring</li> <li>Social media campaigns/regular posts</li> <li>Producing educational materials for public dissemination on web and in print.</li> </ul>
6	Climate change and other educational campaigns on initiatives that ORC has undertaken, or activities needing public buy-in	Knowledge: Awareness Perceptions: Services Engagement	Strategy Team, Customer Experience, Comms and MKTG, ORC teams <b>New</b>	<ul style="list-style-type: none"> <li>Community Survey identified as a recommendation.</li> <li>Continued focus on Climate change initiatives. Communicating the impacts of any initiatives that ORC has undertaken.</li> <li>Climate Change Strategy and helping the team communicate this</li> <li>More info on what we are doing on Website</li> <li>Continued public engagement and service in person to explain ORC processes eg rates and public transport.</li> <li>New CRM system coming</li> </ul>
7	Long Term Plan (LTP)- Effective communication and engagement	Knowledge: Awareness Perceptions: Services Engagement	Corporate, Comms and MKTG, ORC teams <b>New</b>	<ul style="list-style-type: none"> <li>Create LTP in keystone platform</li> <li>Create Consultation Document and graphics</li> <li>Plan and implement communication and marketing of consultation</li> <li>Complete consultation and report back results/close the loop</li> </ul>
8	Land Water Regional Plan (LWRP)- Implementation and communication of changes	Knowledge: Awareness Perceptions: Services Engagement	Policy , Engagement, Comms and MKTG, ORC teams <b>New</b>	<ul style="list-style-type: none"> <li>Identify areas of change requiring targeted and enhanced engagement and communication</li> <li>Create communications and marketing materials for web, mail, media and events that explain the changes and any new processes.</li> </ul>
9	Targeted communication and engagement strategies	Knowledge: Awareness Perceptions: Engagement	Environmental Implementation, Comms and MKTG <b>New</b>	<ul style="list-style-type: none"> <li>Community Survey identified as a recommendation.</li> <li>Audience information in survey needs to be put into a simple document</li> <li>Match the type of content with the most appropriate channel, while also ensuring suitable tone and messaging.</li> <li>Developing key metrics to track the engagement of different channels may help to ORC understand successful criteria for each online channel, and refine how and when additional channels are used to maximise reach</li> <li>Building relationships with media and TLA's in regions have started doing this. Crux , QLDC- Scuttlebutt, Central, QT and Wanaka App's</li> </ul>

				<ul style="list-style-type: none"> <li>Targeted regional campaigns on particular topics eg Queenstown campaign-one region with low awareness, Waitaki and what we are doing is erosion space.</li> <li>Social Media Strategy and content plan</li> </ul>
10	Raise the profile (and ORC's role) in managing biosecurity threats — namely wilding conifers and wallabies.	Knowledge: Awareness: Perceptions: Services	Environmental Implementation, Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> <li>Partnering with the MPI and TLA's</li> <li>Further community and engagement strategies will be developed and implemented.</li> </ul>
11	Raise the profile of pest control	Knowledge: Awareness	Environmental Implementation, Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> <li>Look for opportunities through videos and photo-stories promoted in community newspapers and mainstream media, plus social media and other digital channels.</li> <li>More regular reporting of data through media releases.</li> </ul>
12	Raise awareness among communities of the problems and solutions needed to address concerns in high-risk areas, e.g., Glenorchy/Head of the Lake (HoTL) and South Dunedin Future (SDF)	Knowledge: Awareness	Natural Hazards Comms and MKTG All of ORC Ongoing From previous year	<ul style="list-style-type: none"> <li>Work proactively with the Natural Hazards team and media that have broad-ranging and in-depth environmental reporting to raise awareness of community resilience work.</li> </ul>
13	Raise general awareness of resource consents process with public (attendance at events, social media)  Improve efficiency in service delivery/perceived efficiency	Knowledge: Awareness Perceptions: Services	Resource Consents, Environmental Implementation, Comms and MKTG Reshaped from previous year	<ul style="list-style-type: none"> <li>Community Survey identified as a recommendation.</li> <li>The efficiency of ORC's service delivery is directly linked to public perception of the council's effectiveness. Improving processes like resource consent applications and inquiries can significantly enhance the public's experience and satisfaction.</li> <li>Communicating how we are streamlining processes and introducing more digital solutions for applications and inquiries may help to improve the user experience and overall efficiency,</li> <li>Not just about administrative efficacy; it's about building public confidence in ORC's ability to manage environmental and administrative responsibilities effectively.</li> <li>The new website will have lots of opportunities to help with this.</li> </ul>
14	Project: Website re-design our and user experience	Knowledge: Awareness Perceptions: Engagement	Comms and MKTG Ongoing From previous year	<ul style="list-style-type: none"> <li>Build website</li> <li>User testing</li> <li>Content review</li> <li>Ensure search and navigation is efficient</li> </ul>

15	<p>Work collaboratively (Public transport Communications and providers) to improve the level and speed of communication around services and service disruption.</p> <p>Continue to improve public transport</p>	Perceptions: Services Engagement	<p>Public Transport, Customer Experience, Comms and MKTG</p> <p>Reshaped from previous year</p>	<ul style="list-style-type: none"> <li>• Back to School campaign</li> <li>• Regional Land Transport Plan</li> <li>• Planning for e-stops</li> <li>• Changes to Community Connect subsidies</li> <li>• Maintain a high level of responsiveness on customer requests and social media</li> <li>• Website changes to improve flow of information to bus users</li> <li>• Communication is audience centric (plain language).</li> <li>• Continue to improve public transport a recommendation from the Community Survey. Increasing general satisfaction with ORC’s bus service presents an opportunity to build on this positive perception. Enhancing the efficiency, reliability, and coverage of public transportation services is crucial for reducing traffic congestion, lowering emissions, and providing equitable mobility access.</li> </ul>
16	Youth engagement (e.g., attendance at careers fairs, graduate programme, school visits)	Knowledge: Awareness Engagement	<p>People and Culture, EnviroSchools. Environmental Implementation, Comms and MKTG</p> <p>Ongoing From previous year</p>	<ul style="list-style-type: none"> <li>• Ongoing school visits</li> <li>• EIT and EnviroSchools have started planning in this area.</li> </ul>