



SOUTHERN FIELD DAYS WHAT IS IMPORTANT TO YOU ABOUT SOUTHLAND?

May 2018

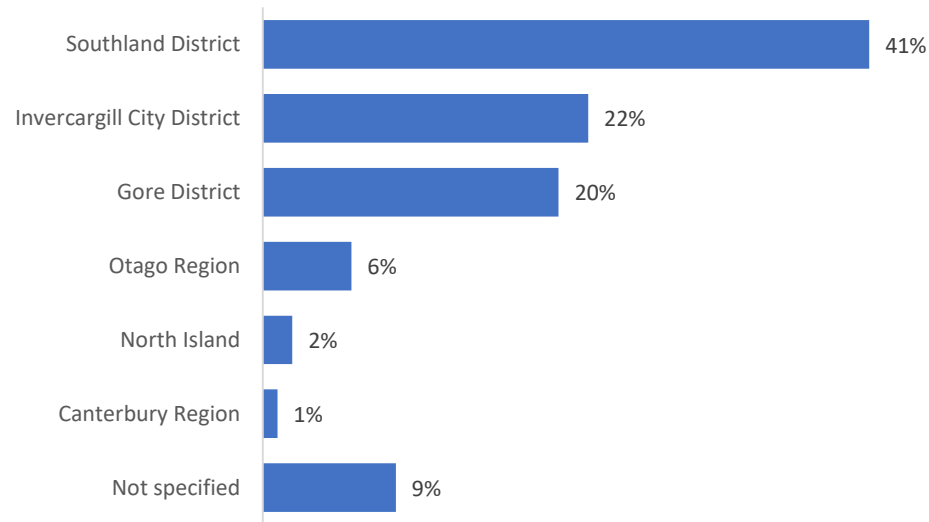
CONTEXT

- Southern Field Days 14-16 Feb 2018.
- The Environment Southland Communications team gathered information from 678 visitors about what was important to them about Southland and why.
- This report provides the key themes from the data.
- The report is supported by an Excel file with detailed codeframes.



WHO TOOK PART?

- 678 visitors took part in the exercise.
- The origins of participants reflects the expected crowd for a Southern Field Days event.
- 41% of participants were from the Southland District
- Invercargill City and Gore District residents are equally represented in the results.



| | % | n |
|----------------------------------|-----|-----|
| Southland District | 41% | 278 |
| Southland District (unspecified) | 11% | 72 |
| Winton Wallacetown Ward | 9% | 64 |
| Waiau Aparima Ward | 9% | 63 |
| Mararoa Waimea Ward | 6% | 39 |
| Waihopai Toetoes Ward | 4% | 26 |
| Stewart Island-Rakiura Ward | 0% | 3 |
| Otama School | 2% | 11 |
| Invercargill City | 22% | 148 |
| Gore District | 20% | 133 |
| Otago Region | 6% | 42 |
| North Island | 2% | 11 |
| Canterbury Region | 1% | 8 |
| Not specified | 9% | 58 |

WHAT IS IMPORTANT?... AND ... WHY?



Water



Community and connections



Personal connections to places
are strong



Strong lifestyle and recreation
values



Environmental protection and
sustainability is important



WHAT IS IMPORTANT: THINGS AND PLACES



IMPORTANT THINGS

- Water management and environmental sustainability came out as priorities for the region
- The data shows people in the region also place high importance on personal and social connections

| | % | n |
|--|-----|-----|
| Water sustainability/ quality/ management | 11% | 72 |
| Personal home/ farm | 4% | 30 |
| Family/ community | 3% | 19 |
| Recreational activities/events | 3% | 17 |
| General environmental sustainability/ quality | 2% | 16 |
| Land and coastal sustainability/ quality/ management | 2% | 16 |
| Pest control (animals and weeds; 1080 usage) | 2% | 11 |
| Lifestyle | 1% | 6 |
| Air sustainability/ quality/ management | 1% | 5 |
| Waste/ rubbish management | 0% | 3 |
| Birds and wildlife | 0% | 2 |
| NET | 26% | 173 |

IMPORTANT PLACES

- Specific places mentioned focused on waterways and places next to bodies of water. This reinforces how important water resources are to people in the Southland region.
- There were high numbers of mentions for Riverton, Te Anau and the Mavora Lakes.

| | % | n |
|---|------|-----|
| Urban centres | 13% | 88 |
| Lakes, rivers, streams, waterways | 11% | 75 |
| Townships, villages, rural settlements | 8% | 57 |
| Farming stations, hunting areas, ranges, catchments | 7% | 46 |
| Parks, tracks, reserves, huts | 7% | 45 |
| Bays and Coastal | 6% | 43 |
| Fiordland National Park | 6% | 39 |
| Stewart Island | 2% | 12 |
| Southland - general mentions | 10% | 65 |
| Other | 4% | 30 |
| Not specified | 4% | 30 |
| NET | 100% | 678 |

IMPORTANT PLACES – MORE DETAIL

| | | |
|--|------------|-----------|
| Urban centres: Riverton | 3% | 20 |
| Urban centres: Te Anau | 2% | 16 |
| Urban centres: Invercargill City/ Waihōpai | 1% | 9 |
| Urban centres: Gore | 1% | 9 |
| Urban centres (other) | 5% | 35 |
| NET | 13% | 88 |

| | | |
|---|------------|-----------|
| Lakes, rivers, streams, waterways: Mavora Lakes | 2% | 12 |
| Lakes, rivers, streams, waterways: Waituna Lagoon | 1% | 8 |
| Lakes, rivers, streams, waterways: Oreti River | 1% | 8 |
| Lakes, rivers, streams, waterways: Waiau River | 1% | 7 |
| Water features (other) | 6% | 40 |
| NET | 11% | 75 |

| | | |
|--|-----------|-----------|
| Townships, villages, rural settlements: Lora Gorge | 1% | 4 |
| Townships, villages, rural settlements: Kingston | 1% | 4 |
| Townships, villages, rural settlements: Ermedale | 1% | 4 |
| Townships (other) | 7% | 45 |
| NET | 8% | 57 |

| | | |
|--------------------------------|-----------|-----------|
| Stewart Island: Stewart Island | 1% | 4 |
| Stewart Island: Ulva Island | 0% | 2 |
| Stewart Island (other) | 1% | 7 |
| NET | 2% | 12 |

| | | |
|---|-----------|-----------|
| Farming stations, hunting areas, ranges, catchments: Croydon Siding | 0% | 3 |
| Farming stations, hunting areas, ranges, catchments: Piano Flat | 0% | 3 |
| Farming stations (other) | 6% | 40 |
| NET | 7% | 46 |

| | | |
|--|-----------|-----------|
| Parks, tracks, reserves, huts: Hokonui Hills | 1% | 6 |
| Parks, tracks, reserves, huts: Dolamore Park | 1% | 5 |
| Parks, tracks, reserves, huts: Forest Hill | 0% | 2 |
| Parks, tracks and huts (other) | 5% | 32 |
| NET | 7% | 45 |

| | | |
|--------------------------------|-----------|-----------|
| Bays and Coastal: Colac Bay | 1% | 6 |
| Bays and Coastal: Curio Bay | 1% | 6 |
| Bays and Coastal: Fortrose | 1% | 5 |
| Bays and Coastal: Porpoise Bay | 1% | 4 |
| Bays and coastal (other) | 4% | 24 |
| NET | 6% | 43 |

| | | |
|---|-----------|-----------|
| Fiordland National Park: Fiordland | 1% | 7 |
| Fiordland National Park: Lake Manapouri | 1% | 5 |
| Fiordland National Park: Milford Sound | 1% | 4 |
| Fiordland National Park: Doubtful Sound | 1% | 4 |
| Fiordland National Park (other) | 3% | 21 |
| NET | 6% | 39 |

WHAT IS IMPORTANT BY HOME AREA

- Respondents from Invercargill City were significantly more likely to mention more general things (see slide 6) than specific locations.
- Significant differences between areas are marked in the table.

| | Southland District | Invercargill City District | Gore District | Otago Region | Otama School | North Island | Canterbury Region | Not specified | All respondents |
|---|--------------------|----------------------------|---------------|--------------|--------------|--------------|-------------------|---------------|-----------------|
| Things | 21% | 36% ↑ | 28% | 2% ↓ | 0% | 36% | 0% | 38% | 26% |
| Urban centres | 11% | 13% | 13% | 24% | 0% | 18% | 25% | 14% | 13% |
| Lakes, rivers, streams, waterways | 15% | 8% | 9% | 17% | 0% | 0% | 0% | 7% | 11% |
| Townships, villages, rural settlements | 12% | 5% | 4% | 14% | 0% | 9% | 38% | 7% | 8% |
| Farming stations, hunting areas, ranges, catchments | 7% | 4% | 10% | 10% | 0% | 0% | 13% | 5% | 7% |
| Parks, tracks, reserves, huts | 6% | 7% | 11% | 5% | 0% | 0% | 0% | 3% | 7% |
| Bays and Coastal | 8% | 8% | 4% | 2% | 0% | 0% | 0% | 5% | 6% |
| Fiordland National Park | 4% | 5% | 6% | 7% | 0% | 0% | 13% | 14% | 6% |
| Stewart Island | 2% | 1% | 0% | 2% | 0% | 9% | 0% | 5% | 2% |
| Southland - general mentions | 8% | 8% | 11% | 7% | 100% ↑ | 9% | 13% | 0% | 10% |
| Other | 4% | 4% | 4% | 5% | 0% | 0% | 0% | 9% | 4% |
| Not specified | 4% | 4% | 5% | 7% | 0% | 18% | 0% | 3% | 4% |
| Number of respondents | 267 | 148 | 133 | 42 | 11 | 11 | 8 | 58 | 678 |



WHY ARE THESE THINGS & PLACES
IMPORTANT?

WHY ARE THESE THINGS IMPORTANT?

| What? | Why? |
|---|---|
| Water management | Clean resources, preservation and sustainability |
| Urban centres | Personal connections and recreational activities |
| Lakes, rivers, streams and waterways | Recreational activities and personal connections |
| Townships, villages and rural settlements | Personal connections |
| Farming stations, hunting areas, range and catchments | Personal connections |
| Parks, tracks, reserves, huts | Recreational activities, nature |
| Bays and coastal | Recreational activities, nature, personal connections |
| Fiordland | Environment/nature |
| Stewart Island | Environment/nature |

WHY – MORE DETAIL

- The table shows the main reasons why importance is attached to each issue/location – key factors have been highlighted

| | Environment/ Nature | Personal connection | Recreational activities | Lifestyle | General | Issues | Other | Not specified | Number of responses |
|---|------------------------|------------------------|----------------------------|-----------|---------|--------|-------|------------------|------------------------|
| Things (water management, social etc.) | 45% | 20% | 18% | 25% | 7% | 8% | 8% | 6% | 173 |
| Urban centres | 23% | 44% | 34% | 24% | 15% | 6% | 7% | 2% | 88 |
| Lakes, rivers, streams, waterways | 33% | 44% | 65% | 8% | 11% | 5% | 3% | 0% | 75 |
| Townships, villages, rural settlements | 28% | 56% | 19% | 26% | 5% | 4% | 5% | 4% | 57 |
| Farming stations, hunting areas, ranges, catchments | 35% | 57% | 33% | 26% | 9% | 4% | 2% | 0% | 46 |
| Parks, tracks, reserves, huts | 42% | 38% | 51% | 24% | 9% | 2% | 4% | 0% | 45 |
| Bays and Coastal | 44% | 40% | 49% | 14% | 21% | 2% | 0% | 5% | 43 |
| Fiordland National Park | 49% | 36% | 41% | 10% | 18% | 10% | 3% | 0% | 39 |
| Stewart Island | 92% | 17% | 17% | 8% | 8% | 0% | 0% | 8% | 12 |
| Southland - general mentions | 54% | 34% | 37% | 38% | 12% | 11% | 5% | 2% | 65 |
| Other | 27% | 17% | 17% | 20% | 13% | 17% | 3% | 13% | 30 |
| Not specified | 30% | 10% | 27% | 10% | 20% | 13% | 7% | 10% | 30 |
| Number of mentions | 265 | 238 | 228 | 147 | 75 | 49 | 34 | 21 | 100% |

