

16 June 2011

Aspire Business Conference, Seifried Estate  
Framing Our Future Community Workshop (3.00pm – 4.00pm)

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In our future we will see:

### 1. Economy:

- **In 2060, our region has an economic surplus - employment and industry opportunities**
- **Vibrant business culture**
- **Business types**
- **Our infrastructure is advanced and supports the community**
- **We will be genuinely prosperous**
- **In 2060, we will see a variety of people across all skill levels and workforces**
- **In 2060 we will see wages increased with quality of life improving, therefore parents can stay home with kids (positive impact on future community)**
- **In 2060 we will get results – not just talk**
  - Economy must be strong for the other three ‘strands’ to also flourish
  - High GDP per capita compared to world, not just NZ – net exports (so not just passing around within the region)
  - Healthy, tax-paying industries
  - Environmental considerations have prime consideration – the other three (economic, social, cultural) have equality
  - Regional cohesion of market leaders to get results
  - Support networking opportunity for (new) business (as we do now)
  - More focus on grass roots networking
  - IT and business experts living in Nelson region are connected and harnessed as a resource
  - Greater acceptance of parenting and not actually ‘working’ for wages
  - 24/7 seamless living and working
  - Families able to live on one income
  - All generations work with me – variety is valued and constructive
  - Vibrant older working culture
  - Flexible work patterns – optimising productive time versus long working hours with low productive time
  - Wellbeing – reduce stress levels – corporate wellness programmes = increased productivity
  - New industry – full employment opportunities
  - Employment plus income opportunities
  - Real jobs choices that trend a move to the prosperous end, rather than the subsistence end, of spectrum – professional employment and choices are a given
  - Providing real jobs and training opportunities
  - I will have professional opportunities and challenges and live in Nelson
  - I will work for an international organisation, but be based in Nelson

*Key: Format of notes indicates*

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- Globally recognised as business talent creators, as well as place of choice for businesses that are creators
- Attract and keep talent
- Key is ensuring that Nelson is attractive to brilliant entrepreneurs, then prosperity will happen
- Small version of Paul Callaghan – a place where people want to live
- Getting the right people for the job, in the right numbers
- Attracting enough unskilled people
- A place where talented people choose to live and can make a successful living right here (not by commuting)
- Salaries are globally competitive
- Reduce limited mindset of ‘sunshine hours’ wages’ – business services are the same price e.g. a coffee, but wages are lower, so attract more skilled people
- Forestry processing in region
- Alternative food production technologies – on high quality land (increase productivity)
- Food production – meat/ milk/ fruit/ veges – good soils – available water
- Tourism Centre – eco sensitive activities – focus on concentration of tourist activity centres
- Interactive conference/ venue that changes form for the audience
- Conference centre bringing business into the community – they may return to holiday – good for city business, in particular in winter
- Aquaculture is key industry and high growth opportunities are established
- Manufacturing here

## 2. Community:

- **Big City opportunities, with a Small Village feel, and values**
- **Vibrant, healthy living**
- **We will respect the environment and be resilient**
- **We have a sense of kaitiakitanga/ stewardship**
- **Land use**
  - Our urban residential environment connects to our environment closely – the river, the hills, the sea or accessible and useable by all – we are a walk able, cyclable city
  - My granddaughter knows she lives in one of the most desirable regions in NZ – she is engaged in the community and gives back voluntarily – she can afford to do this and has a sense of stewardship that means she invests her dollars and time locally
  - Top 10 places in the world for ease of doing business and quality of life
  - Desirable place to live
  - Vibrant city centre to work, live and socialise
  - Resilient community (e.g. able to effectively cope with disasters (e.g. earthquake))

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- We can adapt to climate change opportunities
- Bigger sense of community and resilience
- Social and interaction opportunities for young people
- Safe: young – old – ethnicity
- Families looking after their elderly – respect for their wisdom and input to society and business
- Clear identification of how many people live in region – ideal number is...?
- Compact mixed business and residential activity
- Zoning of mixed business and residential activities
- Live closer – build up not out
- Compact and communal
- Many workers commuting farther distances
- More people living in city centre
- Building environments and work spaces – thinking of human healthy work places
- Reduce sprawl – less residential development in rural areas – towns to be confined to current boundaries
- Lots of green space
- Great outdoors – leisure activity available
- Retain desirable location – don't degrade
- Vibrant winter market
- Vibrant arts community, adding value to community

### 3. Natural Environment:

- **Self sufficient, clean, environment**
- **Environment and biodiversity**
- **Sustainable green commerce delivery**
  - Clean – green – sustainable
  - Sustainable
  - Wild natural environments are retained. protected and accessible to the public
  - No forestry
  - Clean rivers – harvested water stored locally
  - Unpolluted streams teeming with fish
  - Productive land protected and farmed with low impact
  - Guard around productive land/ food bowl
  - Maintain and improve the environment we have
  - Respect and empower land owners to value and protect and enhance biodiversity – Landcare Trust Model works well; work with them
  - Rivers, lakes, seas that look good, can be swum in, and continue to provide kaimoana, as well as support industry requiring its use
  - Industry giving back into environment
  - Protect what we have – space – water – food chain
  - Every home has a roof made of photovoltaic tiles generating electricity

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- Micro power generation – solar panels and/ or micro wind generators on houses and buildings
- Have cheap clean source of heat – have warmer homes/ work spaces
- Electronic materials recycled and reused
- Flexible land use – value, not ratcheted up

#### 4. Education:

- **In 2060 we will attract young people who are skilled and can be employed (and stay) in the region**
- **Education options**
- **Quality education**
- **Education development**
  - Good education facilities to keep people here
  - Education opportunities
  - Balanced population age
  - Make Nelson the centre of a shining example of sustainable schools for extraordinary young leaders – with an entrepreneurial focus – population opportunity
  - Innovative education – entrepreneurial – motivational rather than taught – Steiner-based
  - Kids supported in being entrepreneurs
  - Kids learn to sell in school (feature – benefit)
  - Kids know at least other language including culture, to support export
  - Kids learn to ask curious questions
  - Environmental education through schools – water savings – brushing teeth – kids educate adults – use children to get to adults
  - Vibrant tertiary culture
  - Extended university of innovation
  - NMIT (or its successor) is involved in research as well as education – there is a focus on excellence
  - Vibrant leading edge/ unique university tapped into industries in the region – aquaculture?
  - Online theory education continued with face-to-face trades education
  - Consumers know that where they put their money influences the choices of businesses e.g. petro-based – sustainable

#### 5. Innovation:

- **Innovative intelligence hub**
- **Centre for Excellence Enhancing and growing talent**
  - Risk taking
  - Efficiency
  - Progressive

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- Cooperative collaborative approach to business that sees us join together to compete globally
- Technology connected at world class levels – power/ energy, communications – other - utilities
- Smart stuff happening here
- Creative environment for stimulating thoughts
- Intelligence Bank
- Development of electric vehicles (Science-Tech Centre)
- Centre of excellence using collaboration
- Business incubator(s) to support entrepreneurs
- Business centre of high-tech innovation
- Incubator of manufacturing companies who want to solve problems with environmental issues
- Healthy environment collectivism
- Venue of the Southern Hemisphere
- Heart of Art and Innovation in NZ
- Nelson needs to get a vision of being Art Centre back – should not have lost WOW – a big step backwards – create some other energy/ funds to flow to art growth

## 6. Transport:

- **In 2060 we will see cost effective, efficient (and green) industrial and public transport**
- **Transport – clean - optimisation of public transport**
- **Easy public transport**
  - Cheap easy transport
  - Transport infrastructure
  - Support businesses to go green and sustainable
  - Sustainable transport options – good public transport
  - Air quality – transport – public facilities i.e. better transport/ bus systems
  - Close city centre to vehicles i.e. replace with electric buses etc
  - Proper public transport system that has high usage – possibly light rail or clean bus system – cycle ways along rocks road
  - Public and industrial transport will be vastly improved
  - Public transport improvements – Nelson – Richmond – Motueka
  - Electric trains/ trams connecting areas
  - Light rail between Nelson, Richmond, Wakefield, Motueka
  - Trains not trucks for transport
  - Good, cost effective trade links for goods
  - Sort out roads to avoid extra fuel consumption – reduce traffic snarl-ups – synchronise lights to increase traffic flow – they don't at the moment
  - Clear run to the Port on the roads – sort this now
  - Better port and road links into Nelson – coastal shipping
  - Water transport

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- Return to product moving on water – sail/ solar/ shipping/ river/ sea
- Regional spread of population

## 7. Water:

- **Water use- in 2060 our water use is fully optimised**
- **Nelson has a clean water management system**
  - We understand the vital nature of keeping our most basic, core resource pure
  - Clean water to humans and businesses
  - Continue to look at managing our water system
  - Clean up urban waterways – communities working together
  - Roundup is banned as it shown to find its way into drinking water
  - Long-term planning base solutions to flood reduction
  - River management
  - All houses to have the ability to collect rainwater and reuse dirty water – systems in place to do this
  - Personal rain water tanks for every house – we are *not* water poor
  - Water capture systems back into cleansing systems for recycling
  - Query any tension between agriculture and tourism? We have plenty of water – more storage for agriculture
  - Environmental water quality – agriculture/ water ways – better management with farmers / education
  - Empower landowners to work on water quality – respect and value what is done – lots being done in their space by farming businesses
  - Enhanced water supply for prime production
  - Water available for food production – storage/ dams/ tanks
  - Stored water to make use of soil and sunshine, without losing recreational benefits

## 8. Energy:

- **Energy – community responsibility for generation and consumption**
- **Renewable Energy**
- **Energy**
- **Sustainable delivery of energy sources**
  - Can you believe the way people used to use oil and gas? Crazy
  - Continue to improve air quality
  - Energy security – what replaces depleted fossil fuels?
  - 100% of energy to power the region coming from the region
  - Solar power
  - Renewable fuels
  - Alternative energy systems – combined solar power systems
  - Self-sustaining electricity production – responsibility for own / commune electricity generation

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- Self sustaining power supplies – solar – wind - sea
  - Be paid for generating power from e.g. manure – methane
  - We have scientifically developed a renewable way to create water
  - Waste minimisation schemes
  - No landfill – it's used for heating green houses and homes
  - Deal with NIMBY (not in my back yard) issue
  - Electric cars – cycle roads – local produce for local bio fuel sales
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## 9. Communication:

- **Communication – everyone can connect at the highest level needed**
  - **Technology connected**
  - **In 2060 we will see super fast broadband – endless opportunities and advantages**
    - We are closely connected to the world – in the virtual sense
    - Digital communication – higher speeds of everything
    - Need super fast broadband to support industry
    - High speed and efficient connection to the world
    - Free internet connect or equivalent
    - Information super highways
    - World class connectiveness – Internet II
    - Cultural resource centres are technology based – no longer paper based libraries
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## 10. Food:

- **Food**
    - Promoting fresh wholesome food – there is *not* a small amount of land available to grow food (huge area surrounding Nelson and Richmond – protect from subdivision)
    - Kids are fed healthy local food at morning tea (not chips wrapped in plastic); health, business and growth for local food businesses
    - Market gardens – Waimea-Riwaka Flats
    - We have hydroponic, multi-level food farms that operate year round
    - Local market gardens
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## 11. Waste:

- **Use and recycling of local resources**
  - Look at better ways of utilising local waste streams – rubbish locally
  - Better ways of utilising waste water streams for recycling'10% roof-top be solar panels
  - We like fixing things, and we value fixed things and old things and repurposed things

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- Improve recycling by penalising waste – charges for dumps and penalties on businesses – no dumps
  - 100% recycling of all waste
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- Nelson 2060 – Prosperity goes to where prosperous people want to live
    - What do prosperous people want?
      - Healthy Environment
        - Clean air
        - Clean food
        - Clean water
      - Safety
        - Safe community
        - Safe food
        - Safe environment
      - Fun
        - Great outdoors
        - Fun activities
        - Great community
        - Creative culture and environment
      - Beauty
        - Landscapes
        - Cleanliness
- 

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