



Community board plan

2021 - 2024

ARDLUSSA



WELCOME...

Fuelled by a 'can do' attitude, the Ardlussa area features an impressive array of sporting, cultural and arts facilities.

History tells the story of a community which never shies away from a challenge. Intent on continuing the trend of successful partnerships which achieve results, we are now proudly looking to the future.

Our community is diversifying in a fantastic way but remains resourceful

and supportive of all endeavours. Our residents have a plethora of skills which they are willing to share to get the job done and that ethos remains at the heart of our quest.

Within the pages of this community plan you will discover a vision for Ardlussa which extends beyond rates and footpaths.

Our focus is on connection and working together to achieve action, progress and a presence.

While challenges, including bureaucracy, will undoubtedly need to be overcome, we are determined to get it done.

Your Ardlussa Community Board is taking a proactive approach and genuinely wants to make a difference. We hope you will join us on the journey ahead to turn projects into reality.

Richard

OUR VISION

Ardlussa is a community that cares and look after each other, is alive with enthusiasm, is a good environment to bring up families and is respectful of its environment.



OUR AREA

Ardlussa Community Board

Through various engagement and consultation activities, the Ardlussa community told us what they loved about their area. What they see as weaknesses and challenges and the opportunities they see going forward.

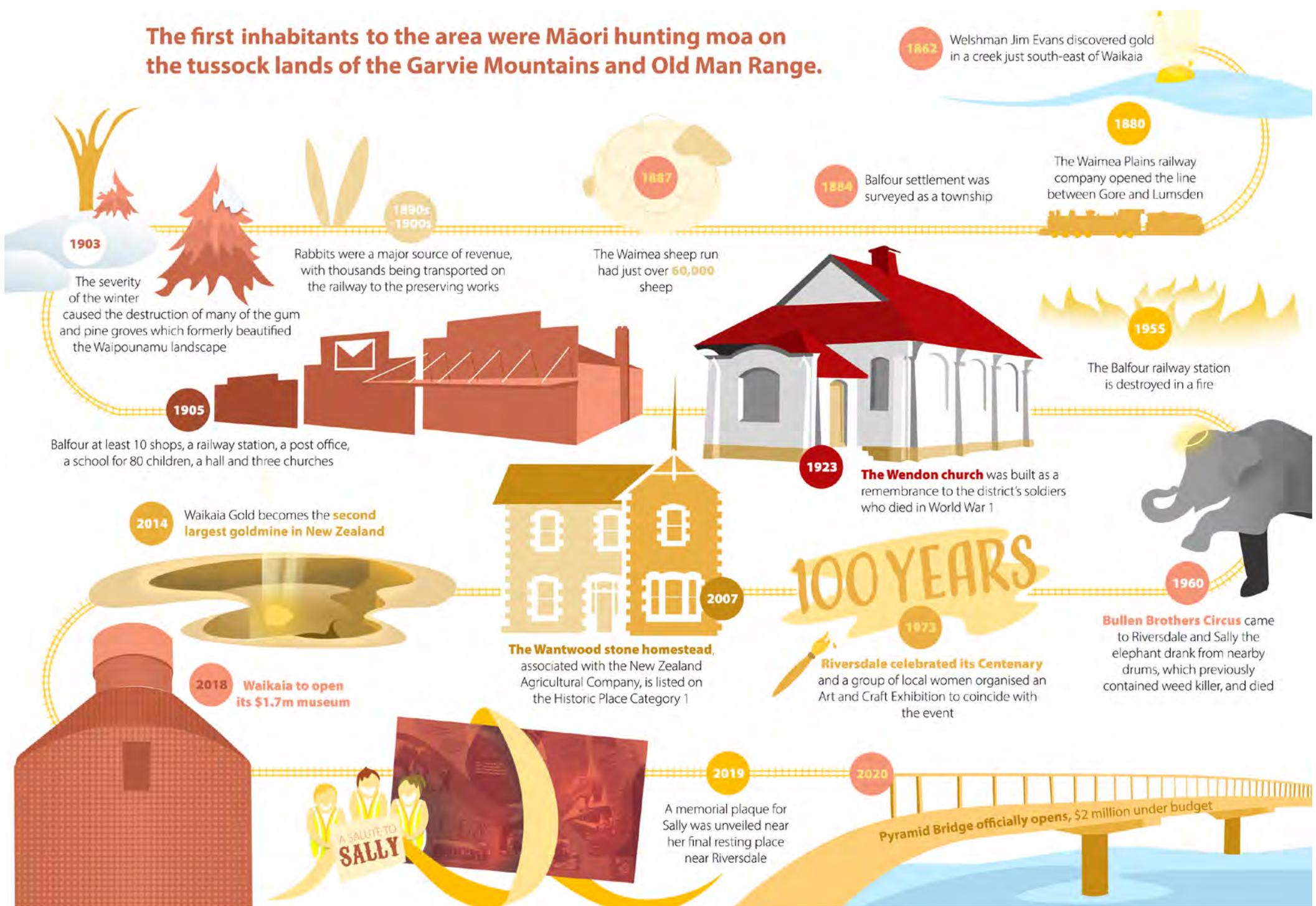
Workshops were also held with the Ardlussa Community Board.



Ardlussa communities include:

Ardlussa, Balfour, Cattle Flat, Freshford, Glenaray, Glenure, Kingston Crossing, Longridge, Longridge North, Mandeville, Potters, Riversdale, Saint Patricks, Sandstone, Waikaia, Waimea, Waiparu, Waipounamu, Wendon, Wendonside.

The first inhabitants to the area were Māori hunting moa on the tussock lands of the Garvie Mountains and Old Man Range.



1862 Welshman Jim Evans discovered gold in a creek just south-east of Waikaia

1880

The Waimea Plains railway company opened the line between Gore and Lumsden

1884 Balfour settlement was surveyed as a township

1887

The Waimea sheep run had just over **60,000** sheep

1890s-1900s

Rabbits were a major source of revenue, with thousands being transported on the railway to the preserving works

1903

The severity of the winter caused the destruction of many of the gum and pine groves which formerly beautified the Waipounamu landscape

1905

Balfour at least 10 shops, a railway station, a post office, a school for 80 children, a hall and three churches

1955

The Balfour railway station is destroyed in a fire

1923

The Wendon church was built as a remembrance to the district's soldiers who died in World War 1

2014

Waikaia Gold becomes the **second largest goldmine** in New Zealand

2007

The Wantwood stone homestead, associated with the New Zealand Agricultural Company, is listed on the Historic Place Category 1

100 YEARS

1973

Riversdale celebrated its Centenary and a group of local women organised an Art and Craft Exhibition to coincide with the event

1960

Bullen Brothers Circus came to Riversdale and Sally the elephant drank from nearby drums, which previously contained weed killer, and died

2018

Waikaia to open its \$1.7m museum

2019

A memorial plaque for Sally was unveiled near her final resting place near Riversdale

2020

Pyramid Bridge officially opens, \$2 million under budget

Ardlussa population: 2019 people

Male	54%
Female	46%
Under 15	23%
15-29 years	18%
30-64 years	45%
65 and over	15%

ETHNIC MAKEUP

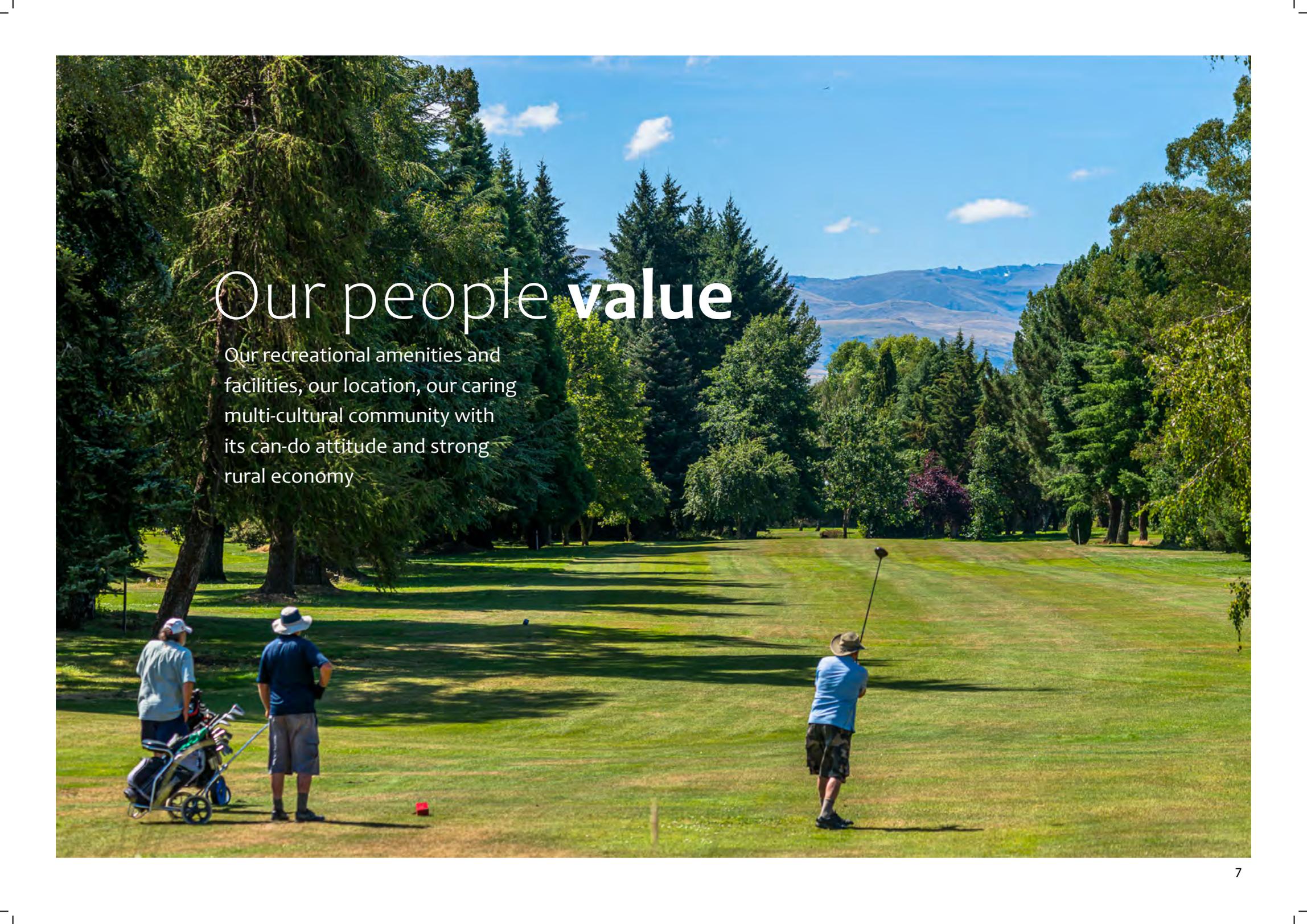
European	85%
Maori	8%
Pacific peoples	1%
Asian	5%
Other	1%

WORK AND LABOUR FORCE STATUS

Employed Full-time	61%
Employed Part-time	18%
Unemployed	2%
Not in the Labour Force	20%

HOME OWNERSHIP

Own or partly own	57%
Do not own and do not hold in family trust	43%



Our people value

Our recreational amenities and facilities, our location, our caring multi-cultural community with its can-do attitude and strong rural economy

COMMUNITY

PRIORITIES

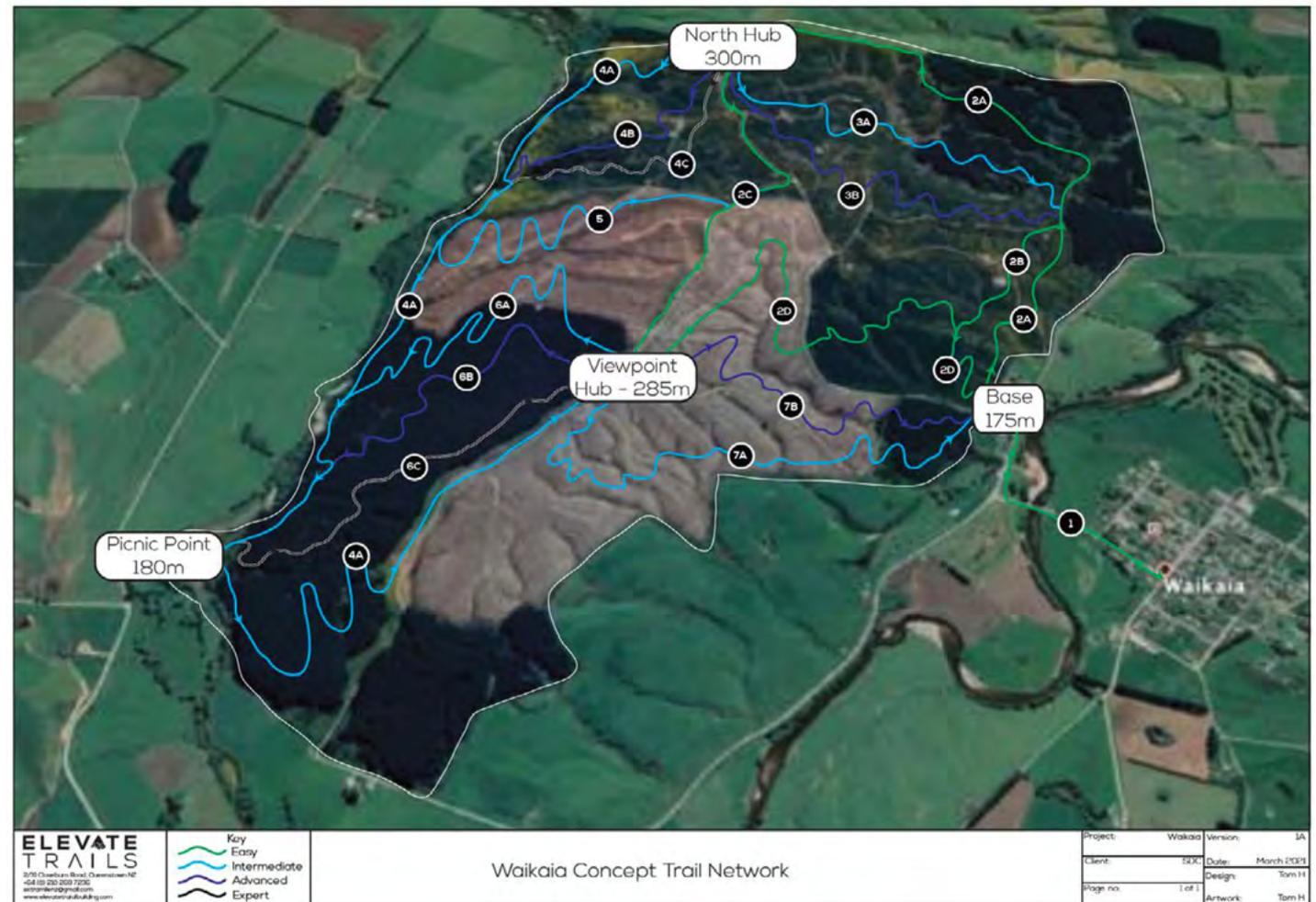
Waikaia Forest Trails

The Waikaia Forest mountainbike trails project has the potential to bring major economic and social benefits to Waikaia and the surrounding area.

The multistage project includes a pump track to be developed in the Waikaia village and a network of 25km of mountainbike trails in the Waikaia forest, which is owned by Southland District Council.

After starting as an idea in July 2020 the project is progressing as a partnership between the community, the Ardlussa Community Board, the Waikaia Trails Trust and Southland District Council.

The high-quality progressive mountainbike trail network will be the first of its kind in Southland district. It will complement and enhance the Southland mountainbike offering and increase recreational tourism visits/overnight stays in the area.



Piano Flat campsite

The Piano Flat camping ground is an important asset for the community, who are keen to preserve access to the Department of Conservation-managed site with its swing bridge, water race and walking tracks.

Concerns over access and maintenance of the campsite following a flooding event in 2020 were aired at a meeting between DOC representatives, the Ardlussa Community Board, Southland District Council staff, crib owners and members of the community in September 2022.

There is high motivation within the community to ensure the campsite remains as an asset for future generations.



By the community for the community

This plan is a reflection of a community working together to build a better now and a future we can all be proud of.



Three main outcomes emerged when discussing the Ardlussa area.

1 A connected, inclusive and vibrant Ardlussa community

2 A community that attracts people, businesses and visitors

3 A community whose Council fosters leadership, partnerships and community engagement.



How can we become more
connected, inclusive and vibrant?



OUTCOME ONE

A CONNECTED
INCLUSIVE
AND VIBRANT
COMMUNITY

The community values the idea of being a multi-cultural, caring, vibrant community with a can-do attitude.

They are proud of their strong community spirit and enjoy being part of an active community where most people know each other.

The community sees an opportunity to bring the wider Ardlussa area closer together by being more connected and promoting great social interaction.



What would it take to have a community that is
connected and engaged?

CONNECTED

COMMUNITY IDEAS

Community events and activities

Residents have expressed a desire for more events and activities for the purpose of uniting all communities within the Ardlussa area and to celebrate each other's diverse backgrounds. Ideas included holding charity fundraisers to encourage the community to attend.

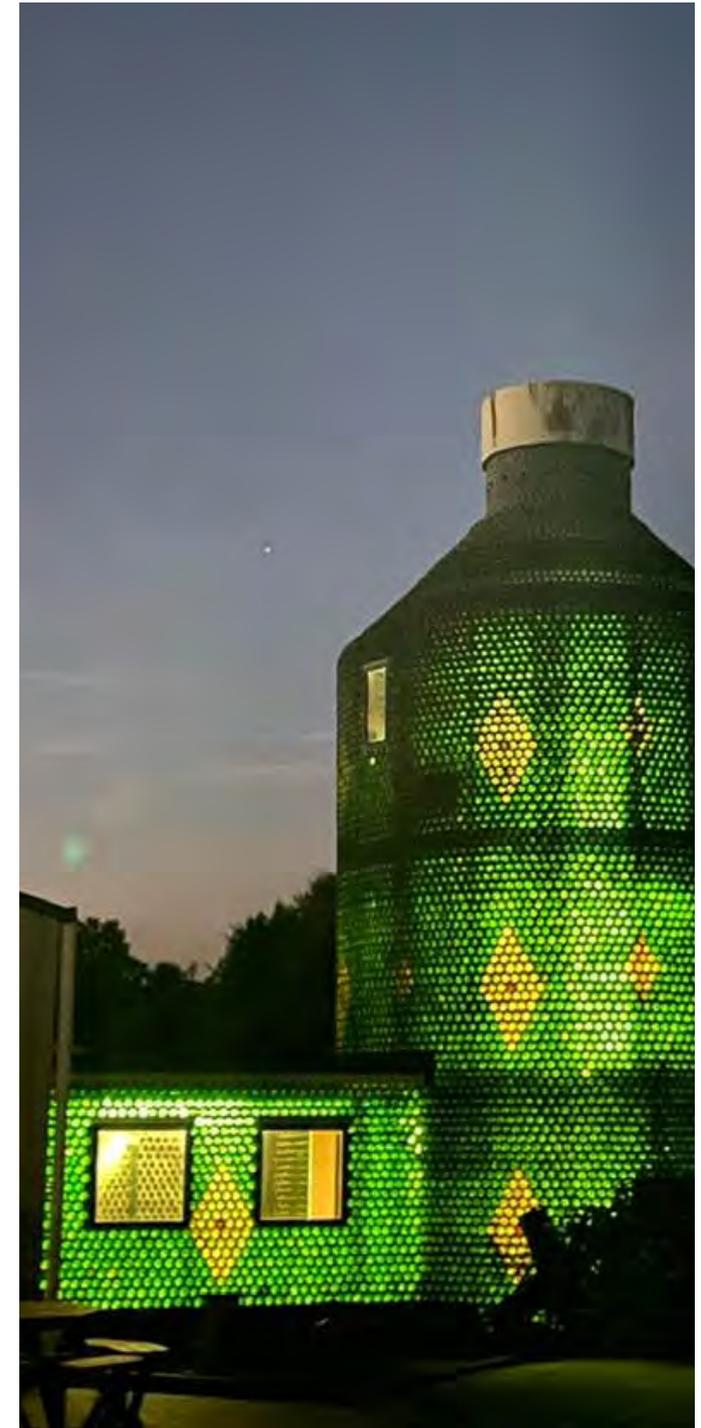
Mid-winter Xmas Balls and cultural food events were examples of the types of events that could be held.



Community involvement

Residents have also expressed a desire for more of the community to be able to become involved in event organising and community groups.

They recognise that it may be a challenge for young families as well as shift workers and would like to come up with ways of ensuring everybody has the opportunity to be included.



Activities for older children

The community value their recreational amenities including their pools, tennis courts, squash courts, walks and rivers for fishing.

One area that they felt could be improved to create a more vibrant community was having more activities for older children. The development of a skate park was suggested.



OUTCOME 1 ACTION PLANS



ACTION	COMMUNITY	ACB	PARTNERS	TIMELINE MEASURES
<p>Connect the Ardlussa community more through events and activities</p>	<p>Establish a social committee to set up regular community events.</p>	<p>Provide communications support and financial assistance where possible.</p>	<ul style="list-style-type: none"> Local groups and organisations Local businesses 	<p>Short-term</p>
<p>Encourage more community involvement in event organising and community groups, especially from the younger generation and shift workers within the area.</p>	<p>Work with employers to come up with ways to ensure that their employees have the opportunity to attend event meetings.</p> <p>Hold a family friendly event to connect the community and ask for ideas from the younger generation on how they can become more involved within the community.</p>	<p>Provide communications support.</p>	<ul style="list-style-type: none"> Local groups and organisations Local businesses 	<p>Short to medium term</p>



ACTION	COMMUNITY	ACB	PARTNERS	TIMELINE MEASURES
<p>Development of more activities for older children to do/ participate in.</p>	<p>Hold a youth workshop to establish what activities the young people/rangitahi of the area would like to see developed.</p> <p>Work with our young people/rangitahi to see their ideas come to fruition.</p>	<p>Facilitate a workshop with the young people of Ardlussa to determine what activities and facilities they would like to have in their area.</p> <p>Assist in resourcing, providing advice and financial assistance where possible.</p>	<ul style="list-style-type: none"> • Southland District Council • Local groups and organisations • Local businessess • Youth • Funding agencies 	<p>Short-term</p>



OUTCOME TWO

A COMMUNITY THAT ATTRACTS PEOPLE, BUSINESSES AND VISITORS

The Ardlussa community value their strong rural economy and also that they have good access to businesses within the area that service the farmers as well as the community.

As the economy is strong, there is very little unemployment and therefore not a lot of employment opportunities in the area.

The population base is small and to secure its future, there is a desire to ensure that Ardlussa is able to attract more people, businesses and visitors to the area.



How will we attract more people,
businesses and visitors?

CONNECTED COMMUNITY IDEAS

Develop Ardlussa's brand and promote the area

The Ardlussa community are proud of their natural environment, their recreational opportunities, their family friendly and laid-back lifestyle and their facilities, services and amenities.

The community expressed the desire to create a brand for the Ardlussa area and promote its assets to attract visitors which may lead to people moving here. Developing an Ardlussa brand was also cited as a way of bringing the community together.



Hold sporting events

To attract more visitors to the area, the community have come up with the idea of holding sporting events such as rogaines and triathlons and resurrecting the Alexandra to Waikaia bike event and the Glenure hill gutbuster events.



Housing

The Ardlussa community indicated that there are little to no rentals available in the area and there is also a lack of choice for housing.

To attract people and businesses to move to the area, this challenge needs to be addressed.

OUTCOME 2 ACTION PLANS



ACTION	COMMUNITY	ACB	PARTNERS	TIMELINE MEASURES
Develop a brand for the Ardlussa area.	Contribute to the development of a brand through collaborating with the ACB.	Facilitate the development of a brand for Ardlussa.	<ul style="list-style-type: none"> • Southland District Council • Great South • Local businesses • Community groups 	Short-term
Promote the Ardlussa area to attract visitors.	Collaborate with Great South in the development of a marketing and promotions plan for the Ardlussa area.	Work with the community, Great South and SDC in developing a marketing and promotions plan for the Ardlussa area.	<ul style="list-style-type: none"> • Southland District Council • Great South • Local businesses • Community groups 	Medium



ACTION	COMMUNITY	ACB	PARTNERS	TIMELINE MEASURES
<p>Create an attraction campaign aimed at sharing stories of success within new industries in Southland and promote the Ardlussa area to highly skilled migrants and entrepreneurs as a place to set up business.</p>	<p>Set up a working group to develop the attraction campaign.</p>	<p>Work with the community in setting up a working group and connect them with key stakeholders. Provide financial assistance if possible.</p>	<ul style="list-style-type: none"> • Southland District Council • Great South • Youth of Ardlussa • Community groups 	<p>Medium term</p>
<p>Hold sporting events to attract visitors to the area.</p>	<p>Establish a sports events committee to set up various sporting events within the Ardlussa area.</p>	<p>Community board to support through resource and funding.</p>	<ul style="list-style-type: none"> • Southland District Council • Great South • Neighbouring councils and RTOs • Neighbouring sporting groups • Community groups • Event organisers 	<p>Short-term</p>
<p>Work with Council to identify and encourage use of innovative housing models that may be of use to our area.</p>	<p>Set up a housing working group to provide innovative solutions to Ardlussa’s housing challenges.</p>	<p>Community board to support through resource and funding.</p>	<ul style="list-style-type: none"> • Southland District Council • Local businesses 	<p>Short to medium term</p>



OUTCOME THREE

A COMMUNITY WHOSE COUNCIL FOSTERS LEADERSHIP, PARTNERSHIPS AND COMMUNITY ENGAGEMENT

The Ardlussa community indicated that there is apathy from people around Council conversations and are also concerned that Council doesn't listen to the community.

They see the creation of the Ardlussa Community Board as an opportunity to see all of the Ardlussa area work together, listen to the full range of views of each other and become involved in major decisions that will affect their future and that of future generations.



How will our Council foster leadership,

partnerships and community engagement?

CONNECTED

COMMUNITY IDEAS



Further community engagement

The community would like their leaders to consult with and understand their communities and work for the good of all, including the wider region.

They would also appreciate easy access to information from Council in a timely manner.

Strengthen our 'voice' within central government

The community would like their leaders to strengthen connections to central government to ensure that they and the rest of Southland have a voice over pertinent issues that affect them.

Encourage participation by community in local body issues

Residents would like to see Council further encourage the community to participate in conversations regarding Council decisions



OUTCOME 3 ACTION PLANS



ACTION	COMMUNITY	ACB	PARTNERS	TIMELINE MEASURES
Encourage participation by the community on Council issues that affect them and ensure that they are heard by Council.	Engage in the process of the development of the Ardlussa Community Board Plan and work with the ACB and other key stakeholders to ensure actions are implemented.	Ensure the community is engaged during the process of the development of the Ardlussa Community Board Plan and in the implementation of the plan.	<ul style="list-style-type: none"> • Southland District Council • Local Businesses • Youth • Community groups and organisations 	Short-term



ACTION	COMMUNITY	ACB	PARTNERS	TIMELINE MEASURES
<p>Develop an Ardlussa Community Board Communications Plan so that Council can engage with the Ardlussa community more effectively.</p>	<p>Contribute to the development of the Ardlussa Community Board communications plan between Council and community.</p>	<p>Facilitate the development of an Ardlussa Community Board Communications Plan for the Ardlussa community.</p>	<ul style="list-style-type: none"> ● Southland District Council ● Local Businesses ● Youth ● Community groups and organisations 	<p>Short-term</p>
<p>Lobby central government and advocate on issues that will affect the Ardlussa community and the wider region.</p>	<p>Ensure the community board and Council are aware of issues that are important to them.</p>	<p>Ensure the community board and Council are aware of issues that are important to them.</p>	<ul style="list-style-type: none"> ● Southland District Council ● Central government ● Other key partners 	<p>Ongoing</p>

DISTRICT BUSINESS OVERVIEW

As our boards wanted to ensure local businesses were represented in this plan, a district-wide survey was conducted to capture a snapshot of their views.

The main advantage identified for businesses in the south were being on the main tourist route. Other benefits included a supportive community and loyal customers, centrality of location, close proximity to Queenstown and less competition.

Challenges faced were seasonality, labour shortages, unreliability of the internet and phone coverage, power cuts, council red tape and issues with the delivery of goods.

Respondents stated that they foresee business growth in the next five years as being 67 percent – based on 0 percent being none at all and 100 percent significant growth.

Comments included:

- We will only be able to expand when we find more staff to employ
- There is expected increase in the building industries and maintenance work
- We are actively investing and growing our business and we work with the USA and Australian markets which are still strong performers
- Council's bridge closures are challenging for us
- Increase of raw materials available
- Over the last 5 years we have expanded to cover more areas
- We only have a small site so there is limited potential for further growth
- My business is hospitality and tourism based, hospitality is directly affected by rural economy, any decline in farmer income would have a direct impact on their disposable income, therefore it is impossible to predict future trends
- Tourism has had a steady increase over the years

Southland district a better place to operate a business - attracted the following comments:

- Better services - more reliable internet etc
- Yes, rental properties would be great, the lack of accommodation here can be and is a real problem especially for staff
- Establishing a business operators organisation
- Easing of red tape and costs of compliance
- Tidy up our main streets where businesses are located
- Getting people to support and shop local
- Maybe a community business Facebook page where we can share and support each other. I would like to know the other business owners in my community and share ideas
- We will need to invest in new housing and visitor accommodation
- Vastly improved internet required
- More public toilets and tourist information regarding this



Economic stability
plays an important
role in the future of
our community.

Approximately 38%
of respondents had
connected with their
community board.

Comments included:

- Local board members have been positive, and several have visited/maintained contact. Very encouraging
- Just thought of it now
- The community board members aren't business focussed, it's not their area of expertise
- Yes, through the local business association
- Never thought of it
- I have discussed it with many members of the community, this will have filtered through to the community board I'm sure. I have never been invited or asked my opinion directly from our community board
- Not sure of the process how to connect with them



YOUTH ARE OUR FUTURE AND THEIR OPINION COUNTS.

Led by the Southland District Council youth councillors, a **district-wide survey** was conducted to gauge the views of young people to be included in this community board plan.

In collating the responses, a genuine sense of community featured highest among things Southland youth liked most about living in the district.

The people, small town vibe, feeling safe and the surrounding environment and landscape rated highly.

Successfully enhancing communities with a youth focus would include more activities, opportunities, events, shops and facilities as a place to hang out. Three major issues identified as having an impact were the mental health and wellbeing of young people, diversity and inclusion, and climate change.

85 percent of survey respondents believed mental health was a significant issue, with 65 percent believing there was not sufficient access to help and support.

Comments included:

- There's still a lot of stigma around mental health
- Young males and the farming community are at risk
- People don't feel safe to talk
- No one wants to talk to the school guidance counsellor
- Good support in school but once kids have left school there's nothing
- Invercargill is too far to travel for services
- It's a problem everywhere
- Some individuals have mental health issues but the majority don't
- I don't know how to access support but I probably should



95%
feel accepted in their
community.

68%
feel safe to
express their
identity.

57%
do not think there are
enough opportunities in
Southland to express
their identity.

Comments included:

- There's a fear of judgement
- Southland is very judgemental and aren't good at accepting differences
- There is LGBTQ phobia
- If you aren't involved with rugby or sports, you aren't included in the community
- Everyone in the community is included
- There's more openness to multiculturalism
- A lot of racism here
- Some people get beaten for being gay and expressing it
- We need more festivals and events to celebrate people



In our evolving world, youth are acutely aware of climate change and the role they have to play.

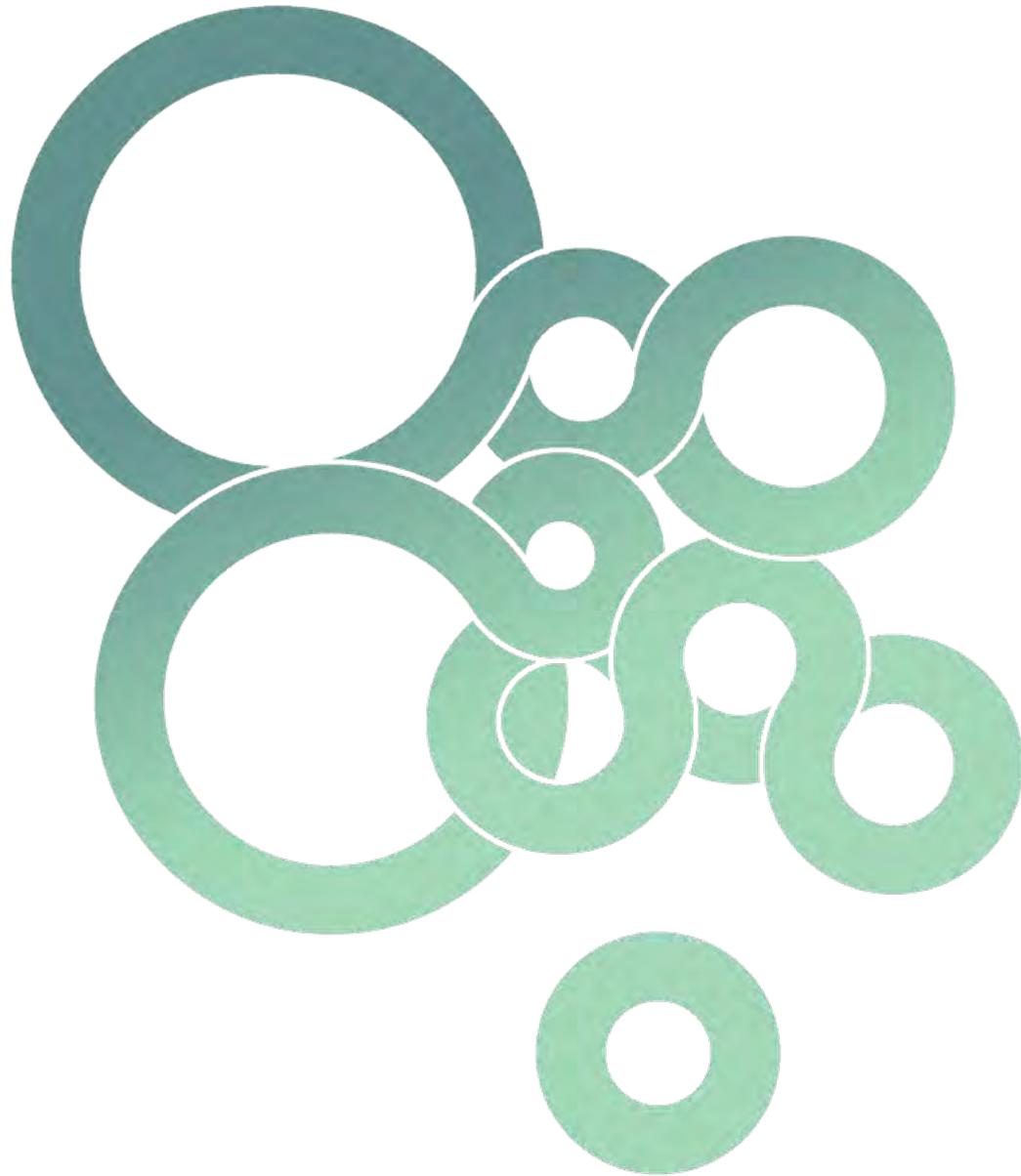
Youth rated the level their community was responding to climate change at 42 percent, with 0 being not at all and 100 responding extremely well. Reasons included that a lot of people in Southland don't believe in climate change, it's easy to turn a blind eye, the older generation are often stubborn and it's not a priority for Southland's communities as there were bigger issues right now.

Identified among the best ways to respond to climate change were more recycling, reducing plastic, improving farm practices and changing the way we think.

Comments included:

- We need more effective rubbish disposal in rural areas
- We need to promote locally sourced foods
- It needs to be a priority, not just something in the news
- Initiatives like boomerang bags are quite cool
- The issue isn't advertised locally
- People are finally speaking up about it
- Most people have more important stuff to worry about
- Climate change doesn't exist
- People see environmentally friendly alternatives as inconvenient
- There's no public pressure from council





COMMUNITIES
hold Southland
together

facebook.com/[ArdlussaCommunityBoard](https://www.facebook.com/ArdlussaCommunityBoard)