

MAKING RANGITIKEI HOME: STRATEGIES ON HOW TO KEEP FAMILIES, RETIREES, AND INDIGENOUS PEOPLE

Ideas That Rural Councils Can Use To Strengthen
And Grow Their Communities

Stage One Literature Review

26 May 2011

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Executive Summary

Factors Influencing Migration Decisions into Rural Towns

The quality of life in rural areas is an important consideration in the decision to migrate to or remain in such areas with a desire to improve one's wellbeing. This is highlighted in overseas publications but also applies in New Zealand.

Important criteria include:

- **Employment opportunities**
- **Affordable housing**
- **Higher education availability**
- **Lifestyle, family and social ties**
- **The personal touch - A sense of belonging in the community**

A Scottish article records that **factors encouraging young people to stay in rural areas include the availability of higher education and employment opportunities; social/family pressure to stay; and a lack of resources to move. A sense of attachment to the local area and whether they feel included or valued by the local community is also important in the decision making process.**

Factors encouraging families to move into rural areas or return to them are the desire for a lifestyle change; local family connections; and the perception that rural areas provide a good environment for bringing up children. **Factors encouraging families to stay in rural areas are parents' desire to safeguard their children's education; and a general unwillingness to uproot family life.**

The factors encouraging **people who are economically active** to move into rural areas are the availability of high quality jobs compatible with their experience and/or qualifications; an appreciation of the local environment and ease of access to it; the availability of low cost housing; social and/or family connections; and the perceived strength and safety of some rural communities. **The factors encouraging them to return to rural areas are social ties; family obligations; high quality employment opportunities (including opportunities to work remotely); and the desire for a lifestyle change.**

For **older people**, the factors encouraging older people to move into rural areas are: **an appreciation of the local environment; ease of access to it; the availability of appropriate, affordable housing; and the perceived strong sense of community available in some rural areas.**

Multiple methods and personal contacts make a difference in recruitment and retention success with the personal touch being highly motivating.

According to a University of Nebraska study, 70 percent of newcomers to the pan-handle region used **the internet to learn about their community.** A community website showcasing the area was important, but **caution was expressed to market assets accurately.** Better educated, more highly skilled individuals considered the Internet a very important recruitment tool). However, the second best tool was **active recruitment by the community – that personal touch**, with nearly 60 percent indicating this was important. **Housing and job opportunities** were also reported to be essential recruitment elements.

In terms of **retention**, **a feeling of belonging to the community and acceptance was rated as the number one reason people remained in their community, followed closely by an open-minded**

attitude toward new residents and ideas, a clear positive community vision, individual job and career enhancement, and opportunities both for leadership development and participation in the community.

A further study on immigration trends in **Western Australia**, regarding population in regional and remote areas also reported that people may relocate for **practical reasons such as employment, housing, lifestyle, variety, divorce, and financial problems.**

The **life-course factors** affecting motivation to move include **career, education, income, and family, as in professionals who accept a country transfer for promotional purposes. Cultural factors reported include assets, employment, social networks, culture, ethnicity, and class. People prefer to move where they expect to feel comfortable among the locals, but also to places where they can afford to relocate. Spatial factors** affecting choice of location consist of **climate, population density, cultural, and recreational opportunities.**

Many of these factors apply in New Zealand as well. For example, employment opportunities (or lack of them) was mentioned as a major issue in the Far North.

Factors associated with leaving rural areas are also discussed in the full text articles.

Factors Influencing Where to Retire – New Zealand Research

The reasons behind internal migration vary according to the age of migrants. For example, **“the older elderly (over 75 years) may migrate for very different reasons than the younger elderly (65-74 years) Differences can exist in the importance younger and older elderly place on such things as climate (more important for younger elderly), cost of living, health services, and income tax structure (all more important to older elderly)**

Older people in New Zealand are highly urbanised, especially those aged 85 and over. When urban dwellers become very old, they are more likely to move into residential care than their rural counterparts. The very small proportion of older people residing in rural areas with low population density are, therefore, more likely to be living in their own homes or with family members and may be remote from urban centres and services.

Internal migration and transience patterns change with ageing. Residential mobility in or across regions is more likely to occur as people become older. Factors that contribute to this include:

- **climate, with older people moving to warmer temperatures;**
- **topography;**
- **distance from other centres; and**
- **availability of health services, such as major hospitals.**

Choices in making a move may be constrained by comparative house prices, especially when considering a move to or within desirable urban areas. Elderly parents wanting to relocate near their adult children for support may experience tensions between their need to move for the security of assistance and their preference for remaining in a familiar location.

Strong attachment in rural townships that older people have to their locality and the unavailability of alternative housing are influential motivators for people to remain in a community even in the face of

insufficient support services. Research in the South Island has shown the resilience of rural communities in managing the depletion of support networks through urban migration (Keeling, 2001). These findings highlight the need to know more about older people's decision making on relocation and to explore differences between locations.

What are Rangitikei's strategic advantages over other areas for the elderly?

Can lower house prices be used as an attraction factor?

Local authorities can play a key role in encouraging the use of health services by providing information and transport for older people. Public amenities (eg libraries), innovative support programmes (eg 'befriending' services) and driver schemes all contribute to the mix of resources that make services more accessible. For example, in some centres a shuttle bus is available for transporting older people to health appointments.

Can Rangitikei provide and promote such services to attract the elderly?

Retirement villages are expanding in Palmerston North to accommodate **increasing numbers of retirees who are attracted by the region's health services.**

"We tend to lose people [from the area] after the age of 65. They are retiring out of the city but we have had a movement of people over 80 coming in. They are coming back to be closer to the hospital," Palmerston North City Council economics policy adviser Peter Crawford said.

"Very few people in Palmerston North like to live in apartments."

He had heard stories about people moving away from the city, but who returned after health problems and having to wait for a long time for an ambulance in rural areas.

"People are becoming aware of the advantage of living in a retirement home. **There tends to be both Palmerston North children inviting parents to come back and Palmerston North residents coming back as they have better health services here,**" he said.

Are there sufficient retirement homes/villages available to attract the elderly back to be close to their families?

Migration to the Western Bay of Plenty's population growth may be explained by the region's status as one of New Zealand's 'sunbelt' areas. In general, sunbelt areas are those locales that have a significant and attractive coastline and have relatively high sunshine hours. Along with the Western Bay of Plenty, New Zealand's other sunbelt regions include Tasman, Marlborough, Thames-Coromandel, and the Far North. According to Lee and McDermott (1998, 97) **in their study of urban growth trends in New Zealand, migration to sunbelt regions is driven by "a growing cohort of retirees" who are pursuing "lifestyle options in attractive environments"**

Migration estimates provided by Statistics New Zealand provide support to the perception that older migrants make a significant contribution to growth in sunbelt regions in New Zealand. For example, while Statistic New Zealand data indicate that between 1996 and 2001 migrants in the 65+ year age group comprised 19 percent of total migrants moving into the Western Bay of Plenty sub-region, this was projected to increase to 31 percent of total migrants for the period between 2046 and 2051. This New Zealand trend is consistent with the internal

migration of older persons observed overseas such as the movement of elderly people to coastal centres in eastern Australia, or the sunbelt destination of Phoenix, Arizona in the USA.

Return migrants are people who return to a place of former residence, typically either mobile young-old returning to communities they departed in their youth or old-old in ill-health returning to be with family and/or to spend their last years in familiar surroundings.

Perhaps opportunities exist to strategically target former residents of Rangitikei or those that currently have family living there.

A 2010 study exploring **retirement migration into Napier** found that **all of the retirees questioned were not in paid employment when they shifted to Napier**. This can be seen as a positive for the region in that they are people who are spending money without taking away employment from the local community residents. There was a strong dominance of **single retirees shifting to Napier for the strong communal atmosphere and the large range of social groups they can become involved in**. Many retirees stated that **lifestyle change** was the main reason for relocating, **followed by climate, affordable living and that they would now be closer to friends and family**. Improvements that retirees would like to see were an improvement in public transport – very important to those who were dependent on others – and a hospital in Napier that would offer the same services of that in Hastings.

Additional International Research relating to retirement migration also appears separately in the full text articles below.

What is a Family-Friendly Town? – New Zealand Research

According to a University of Canterbury study the OECD (2003) defines **family-friendly policies as “employment-oriented social policies that facilitate the reconciliation of work and family life by fostering adequacy of family resources and child development, favour the parental choice about work and care, and promote gender equality in employment opportunities”**.

In other words - the ability for people to raise children, undertake family care obligations and have a career in a balanced way.

New Zealand’s Department of Labour defines **work/life balance as being able to “effectively manage the juggling act between paid work and the other things that matter to people”** (DOL, 2003). While this definition includes family, it extends beyond family responsibilities to all aspects of life. **Subsequently, work/life balance encompasses participation in community activities, voluntary work, personal development, religion, leisure and recreation.**

The Families Commission works to ensure that the interests of families are reflected in central and local government policies and services, something that is not always reflected in public policies and services.

In 2009, the Commission worked with the local government sector on an initiative to encourage councils to take a family-centred approach to planning and decision-making

The review found a number of common principles associated with a family-centred approach to social service delivery and community development and planning:

- **Family participation**
- **Focus on the family as a whole**
- **Focus on family functioning**
- **Strengths versus deficits**
- **Building social capital**
- **Interagency collaboration**
- **Addressing inequalities**
- **Culturally appropriate approaches**
- **Diversity**

Further findings are reported below in the full text section and the full report is available on their website.

Does Rangitikei have such policies? If so, how are they communicated and to whom?

In a 2010 Massey University study, interviews were conducted with 19 Marton residents about their travel, particularly out of Marton and how they planned for travel.

The results confirmed the New Zealand Household Travel survey findings that the travel behaviour of residents in rural areas differs from that of residents of urban areas. Shopping (29%), health care (23%) and social/leisure (21%) were important purposes of travel. Only 16% of respondents stated that journey-to-work trips were their main purpose for travel.

This data indicated that small and declining populations need the provision of different forms of shared and flexible transport, rather than conventional public transport, to help promote the goal of economic growth. These transport services would need to be designed in such a way that they accommodated the specific travel needs of the residents of small towns.

What transport facilities exist in Rangitikei and do these meet the needs of the existing population and possible migrants?

In a Rodney survey conducted in 2008, it was reported that, on average, 'lifestylers' have shorter acceptable travel times for all journeys. The exceptions to this were work and beaches.

The highest demand for accessibility (i.e. those who want travel times of 20 minutes or less) is for:

- **Public transport (92%)**
- **Primary school (91%)**
- **Service station/convenience store (90%)**
- **Vet (85%)**
- **Doctor (85%)**

Assuming similar patterns in other areas, Rangitikei should be able to meet these requirements.

“First home buyers in cheaper areas and cities are in the strongest position they’ve been in since the end of 2004,” said Margaret Smith, spokeswoman for mortgage broking group Roost Home Loans in April 2011.

In 2007, Feilding ran a \$20,000 marketing campaign to persuade jaded city dwellers that life in a small town would be the answer to their woes.

The urban drift of past decades sucked people out of small towns to the main centres looking for work, but the provinces are starting to fight back. And there's nothing like country zeal to convince townies they would be better off out of the big smoke.

The lower cost of buying a home is the biggest attraction for many. With the Auckland housing market inflated beyond the reach of many first-home buyers and tying up the capital of those who do own homes, the lure of affordable housing and freed-up capital is hard to ignore.

Can Rangitikei leverage affordability of housing as an incentive to attract new migrants?

Additional International Research relating to family friendly towns also appears separately in the full text articles below.

Improving Indigenous and Migrant Populations in Rural Communities

- **A Families Commission report from September 2010 says that certain key factors affect Māori individually and collectively. The report demonstrates that an improvement in any one area, such as employment, will not, on its own, remove or mitigate effects that are intergenerational.**
- **Government and local city councils have become more proactive in developing strategies that will assist young people to be part of an inclusive economy. One of the key areas identified, is the transitioning of low achieving and disengaged school leavers into further education, skills training or employment.**
- Community partnerships should be utilised to build local support networks to implement the care and transition of school leavers, to ensure that young people will contribute effectively as citizens of this nation in the future. **An Auckland University of Technology 2009 research study reflects on whether Samoan male school leavers have benefited from their participation in transition courses to support them in sustainable work contexts.**

Results are discussed further in the attached full text articles.

- **In community led development in Wairoa, the District Council and Kahungunu Executive each claimed a mandate to facilitate social development efforts in the area. The general feeling seemed to be that a community-wide vision and strategy for social development** was needed to improve cooperation, target funding, and achieve better outcomes.

Although the project has now finished, the District Council and community groups have built on it to continue improving cooperation and launching new initiatives to address local issues.

- The use of Maori land and Maori (iwi) projects to develop business enterprises and skills are outlined in case studies in each of Opotiki (kiwifruit), Ohakune and Raetihi.

The Government has set supporting Māori agribusiness as a priority and, as a first step, MAF has prepared a report to better understand how the Māori freehold land resource is currently governed, managed and operated; identify the issues and barriers to better management and performance; and provide an indication of current productive and economic performance based on available data.

Can Rangitikei facilitate similar partnerships and community development to help and/or attract or retain Maori population in the area?

Marketing

- Perhaps marketing of small towns needs to be a little different in order to have more effect than, say, the traditional community-based website.

A blog may help connect people of similar interests and values in one community without having to move there first and provide a more authentic view of the community. Without knocking the traditional community-based website, at their best, they only tell part of the story and they don't help you meet people.

It is probably fair to say that community websites would be more effective if people perceived them less as an advertisement and more as a conversation. Use of social media such as Facebook and MySpace may be a step in that direction.

- **In a research study conducted in a Toronto suburb it was found that residents who were given access to high speed internet and early social networking tools were more likely to: (1) know fellow residents by name and talk to them more; (2) visit their neighbour's homes more often; and (3) stay connected to individuals who had moved away from the community than those residents who did not have this access.**

One consideration from the study is that people attraction isn't just about getting people to move to your community. It's also about helping them stay connected while they are a part of the community. And should someone move away, the opportunity for them to stay connected and to be an advocate for the community is strengthened through social networking tools.

- Another article from the Canada's Upper Midwest asked whether communities were creating a vibrant online community as a part of their marketing plans?" The Explore the Bruce Facebook page was filled with conversations from residents, visitors, and business leaders in Bruce County, Ontario. Creating a Facebook Page and post a few links to what's going on in your region is easy but it takes something more to build the type of engagement that produces results. More detail explaining what they did is included in the full text articles and website link.

Are there opportunities for Rangitikei to expand its community website to encompass social media in order to engage its users more?

Research by New Zealand Councils

A selection of New Zealand local territorial authorities were contacted to determine whether they had conducted any research with the purpose of attracting people into their area to live or whether the area was marketed as a migration destination. Targets could be retirees, young families, ethnic or indigenous groups, or any other population group. Responses from those contacted are as follows:

Far North District Council

The Far North encompasses the rural towns of Kaikohe, Kaitaia, Kaeo, Kerikeri, Kawakawa, Rawene and Hokianga. Whilst some research is currently under way for their Long Term Plan, this is more on population movements and forecasting. Population is very static with losses of population in some areas. Increasingly, the Far North is experiencing a growth in its non-resident population with a growing number of holiday homes in the region.

Council is discussing developing broad strategies but no research on attracting people into the area has been conducted. The main problem they experience, however, is around the lack of employment opportunities.

Auckland Council, previously Rodney District Council

The Operative Planning Department for Auckland North was unaware of any research that has been conducted specifically with the intention of attracting migrants to the Rodney area as residents. Rodney had the highest growth rates of the former Auckland Territorial Authorities for some years so the focus tended to be on attracting visitors and businesses.

Whakatane District Council

The Economic Development department advised that the Council has just completed some demographic research looking into numbers of people entering the Eastern Bay of Plenty and where they have come from but this did not tell them why they had moved. However, they are looking further into this right now.

Three years ago, they conducted some research looking at what attracts people to the Eastern Bay and this was targeted at people from the Waikato and Palmerston North areas. This is not publicly available but has been used with the local community tourism industry.

A lot of tourist marketing is also done and some of their visitors become converts who move there. They also use Google Ad words in their marketing campaigns. The council runs three websites aimed at attracting people to the Eastern Bay, being www.whakatane.com , www.toi-eda.com , and www.liveintheeasternbay.co.nz

They also advised that the highest number of residents moving into Whakatane come from other parts of the Bay of Plenty, in particular from Opotoki, Kawerau, Rotorua and Taupo, The second highest migrant group is from overseas with particular targeting of British and South African citizens.

Whilst many move to Whakatane to enjoy the sunshine and coastal living, the number one reason is employment and this includes being able to get a decent job for the secondary income earner in the family.

Gisborne City Council

The Community Planning and development department advised that, whilst they are looking at Good Practice models, no research had been conducted by themselves on attracting migrants of any sort to Gisborne. The council is trying to achieve this but no research has been done

Carterton District Council

The Planning and Regulations department advised that the Council has not conducted any research on attracting migrants, nor has it marketed itself as a migrant centre.

South Wairarapa District Council

South Wairarapa encompasses the rural towns of Featherston, Greytown and Martinborough. The Chief Executive's office was not aware of any research that had been conducted aimed at attracting migrants to live in the Wairarapa. However, it was mentioned that people drift into the area from Wellington, many of them to enjoy the lower costs. In addition, it is a reasonably easy commute from Featherston to Wellington.

Masterton District Council

The Masterton Council advised that they have not conducted any research on attracting people to live in the area, nor have they marketed it as a migrant centre.

It should be noted, however, that the three Wairarapa district councils have prepared a Combined District Plan under the Resource Management Act which became operative on 25 May 2011. [This shows the three areas working together.](#)

Central Otago District Council

The Business Development department reported they have had no need to conduct research with a specific intent of attracting people to their area. Annual growth has run at two to three percent for a number of years now and the any research conducted has been more around filling a shortage of skills/trades in the area.

Gore District Council

The General Manager of District Assets was unaware of any research that had been conducted by the Council on attracting people to the region and suggested contacting Venture Southland to see if they had.

Venture Southland

Venture Southland is a joint venture Invercargill City Council, Southland District Council and Gore District Council and delivers amongst other things Community Development Services to the region.

Venture Southland was unable to be contacted to discuss this matter further.

Migration In and Out of Rural Towns

Factors Influencing Rural Migration Decisions in Scotland

An Analysis of the Evidence.

Helena Crow, Rural Analytical Unit

Rural and Environment Research and Analysis Directorate

Scottish Government

September 2010

<http://www.scotland.gov.uk/Publications/2010/09/10103019/0>

Excerpt:

Factors Influencing Rural Migration Decisions

The 'push', 'pull', 'stay' and 'return' factors influencing rural migration decisions for different age groups are as follows:

For young people, the factors that encourage some to leave rural areas are often the same ones that encourage others to move into or return to them. These are the availability of high quality jobs; affordable housing; and encouragement from friends and family. **Factors encouraging young people to stay in rural areas include the availability of higher education and employment opportunities; social/family pressure to stay; and a lack of resources to move. Whether young people feel a sense of attachment to the local area, and whether they feel included in/valued by the local community, is also an important factor affecting decision making.**

The factors encouraging families to leave rural areas are: a lack of affordable housing; the perception that rural areas do not offer a desirable economic and/or social lifestyle (eg: in terms of social networks and/or earning power); and a lack of accessible shops, schools and services. The factors encouraging them to move into rural areas are the desire for a lifestyle change; local family connections; and the perception that rural areas provide a good environment for bringing up children. **These are also key factors encouraging families to return to rural areas, as is the perceived strong sense of community available in some areas. Factors encouraging families to stay in rural areas are parents' desire to safeguard their children's education; and a general unwillingness to uproot family life.**

The factors encouraging **people who are economically active** to leave rural areas are: a lack of high quality jobs; a gap between pay and the local cost of living; a lack of appropriate leisure facilities and opportunities to socialise with peers; and social pressure to leave. The factors encouraging them to move into rural areas are the availability of high quality jobs compatible with their experience and/or qualifications; an appreciation of the local environment and ease of access to this; the availability of low cost housing; social and/or family connections; and the perceived strength and safety of some rural communities. **The factors encouraging them to return to rural areas are social ties; family obligations; high quality employment opportunities (including opportunities to work remotely); and the desire for a lifestyle change. No 'stay' factors have been identified for this group, although those that apply to other groups may be relevant.**

For **older people**, the factors encouraging them to leave rural areas are: a lack of suitable accommodation; limited support to stay in one's own home; a lack of local care services; poor availability and accessibility of local

shops and services; and feelings of social and geographical isolation. **The factors encouraging older people to move into rural areas are: an appreciation of the local environment; ease of access to this; the availability of appropriate, affordable housing; and the perceived strong sense of community available in some rural areas. No 'stay' or 'return' factors have been identified for this group, although those that apply to other groups may be relevant.**

Moving To The Rural Great Plains: Point of Origin Differences in the Decision-Making Process

Randy Cantrell et al.

Great Plains Research 18 (Fall 2008):155-63

<http://cari.unl.edu/buffalo/publications.shtml>

Abstract:

Census data demonstrate that the movement of population in the rural Great Plains is not one-way. People do indeed move into as well as out of the region. Past research has identified perceptions of the quality of life in rural areas as an important consideration in the decision to migrate to such areas. However, those studies have not segmented the population of migrants in such a way as to fully inform efforts to recruit new residents. Using data collected from a survey of new Nebraska Panhandle residents, this study describes the motivations of recent migrants from both metropolitan and nonmetropolitan points of origin, and identifies significant differences in how both push and pull factors are perceived.

Community Revitalization

Positive, Personal Contact Paramount in Recruiting and Retaining New Residents

Center for Rural Affairs

June 2009 Newsletter

(Fulltext)

I had an interesting conversation about two years back that I've not forgotten. After giving a presentation, I was approached by a shop owner from a town of about 1,100 bemoaning the fact that he was not having any success drawing new people into his main street store.

He assured me that his products were unique and affordable. I told him I knew that – his store had some great items. He responded, "You've been in my store? Must have been when I was not there!" I said, "Actually, I've been in your store twice. You were there both times, and both times I was your only customer. You barely looked up when I came in."

A study by a team of University of Nebraska-Lincoln researchers has looked at recruitment and retention strategies that worked in Nebraska's Panhandle. It turns out that the personal touch is highly motivating, and not just for new customers. (For complete results, visit <http://cari.unl.edu/buffalo/>)

How do we recruit new folks? According to the study, **70 percent of newcomers used the internet to learn about their community. A community website showcasing the area was important, but participants cautioned to market assets accurately. (Better educated, more highly skilled individuals considered the Internet a very important recruitment tool).** The second best tool was **active recruitment by the community – that personal touch. Close to 60 percent indicated this was important. Housing and job opportunities were understood to be essential recruitment elements.**

Retention strategies that work. A feeling of belonging and acceptance was rated as the number one reason people plan to remain in their community. Close behind the feeling of being part of the community were an open-minded attitude toward new residents and ideas, a clear positive community vision, individual job and career enhancement, and opportunities both for leadership development and participation in the community.

Multiple methods and personal contacts make a difference in recruitment success; perceived acceptance and positive community vision impact retention. But when it's all said and done it still comes down to people – how we treat that new person in our store sort of says it all.

Inmigration to Rural Areas: Issues in Wellbeing, Resilience and Social Cohesion

Volume One

Helen Byles-Drage (M. Soc. Sci., B. Psych., B.Ed.)

Ph.D. Candidate Charles Sturt University

[Link to PDF](#)

Abstract:

This research examines inmigration trends in the Great Southern Region of Western Australia, providing information on who is moving to rural areas, the positive and negative factors related to living in a rural area, coping strategies for overcoming difficulties, and the amount of support offered to incomers.

The exploratory research design involves micro and meso level input derived from a survey, interviews and published material. Information from 430 printed and online surveys is analysed quantitatively and qualitatively. The findings are supported by interviews with five key stakeholders and material provided by local government.

Results inform on 21st century inmigration trends, neotribalism, social capital and *habitus*, and support a jigsaw theory of inmigration. This study is pertinent to current concerns regarding retention of population in regional and remote areas. It also supports the move within sociology to widen the boundaries and adopt cross-disciplinary approaches for a fuller interpretation of themes.

Excerpt:

...People may relocate for **practical reasons such as employment, housing, lifestyle, variety, divorce, and financial problems** (Bell, 1996). They may also move for such **quality of life reasons as a desire for privacy or cultural amenities** (Brown et al, 1997).

The life-course factors affecting motivation to move include career, education, income, and family, as in professionals who accept a country transfer for promotional purposes. The cultural factors Moon nominates include assets, employment, social networks, culture, ethnicity, and class. People prefer to move where they expect to feel comfortable among the locals, but also to places where they can afford to relocate. Spatial factors affecting choice of location consist of climate, population density, cultural, and recreational opportunities. Needless to say positive life-course, cultural and spatial factors draw or bind people to a place and negative influences create unhappiness and a desire for change (Moon, 1995, 512-514). **It can be seen from all the above examples, that relocating, whether temporarily or permanently, is an attempt to increase wellbeing, that is to establish a satisfactory *habitus*** (Lundholm et al, 2004).

Factors Influencing Where To Retire

New Zealand Research

Retirement Villages Are Booming

Nicole Bennik

12 April 2011

Manawatu Standard

Fulltext:

Retirement villages are expanding in Palmerston North to accommodate **increasing numbers of retirees who are attracted by the region's health services.**

From 2000 to 2010, Palmerston North Council approved 177 building consents for apartments, most of which were for retirement villages.

"We tend to lose people [from the area] after the age of 65. They are retiring out of the city but we have had a movement of people over 80 coming in. They are coming back to be closer to the hospital," Palmerston North City Council economics policy adviser Peter Crawford said.

"Very few people in Palmerston North like to live in apartments."

He had heard stories about people moving away from the city, but who returned after health problems and having to wait for a long time for an ambulance in rural areas.

Retirement villages employ about 450 people in the area and, with retirement villages expanding, staffing numbers were expected to grow, Mr Crawford said.

The most recent building consents for apartments were for 51 new homes at the MiLife lifestyle village.

MiLife village manager Rod Carson said the appeal of retirement village living was enticing more people to retire in Palmerston North.

"People are becoming aware of the advantage of living in a retirement home. **There tends to be both Palmerston North children inviting parents to come back and Palmerston North residents coming back as they have better health services here,**" he said.

The village has 24 one and two- bedroom homes and has building consents to build up to 38 more.

Julia Wallace retirement village is also expanding. In the past year, 24 resource consents have been granted to build more homes.

Vision Manawatu chief executive Elaine Reilly said that Palmerston North had a good balance of old and young. "There is a tendency to think that having a lot of older people is a bad thing," she said.

"But it's not. There are all sorts of things that come with having older people in the region. It's about having families being able to be together even though people are living in a different way."

The Implications of Population Ageing: Opportunities and Risks

Edited by Jonathan Boston and Judith Davey

Published by the Institute of Policy Studies, Wellington, 2006.

Ageing in Place

Verna Schofield, Judith A. Davey, Sally Keeling, Matthew Parsons

[Link to PDF](#)

Excerpt:

Living situation

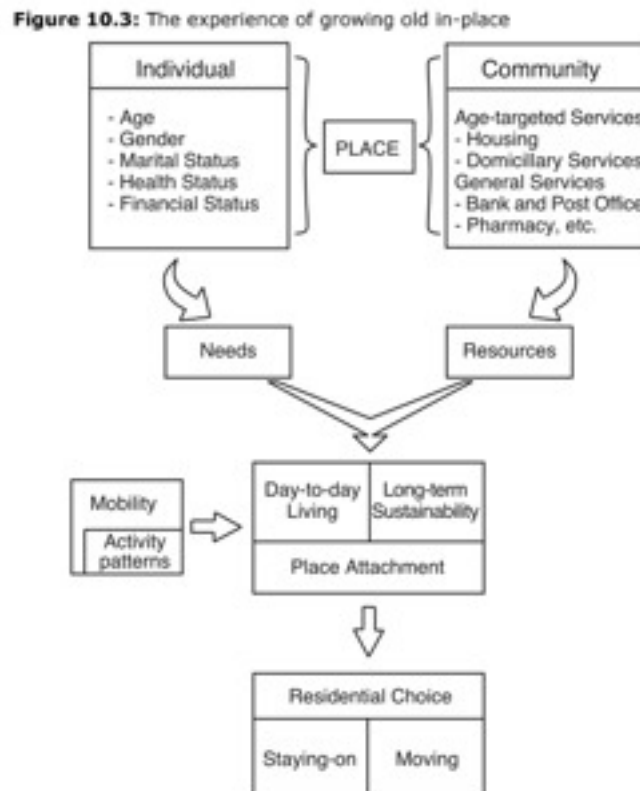
The location in which older people live has a profound effect on their lifestyle, including on the quality of their support networks, their opportunities for wealth accumulation through differences in the cost of living, and access to amenities (such as shops and transport) and health and social services. **Older people in New Zealand are highly urbanised, especially those aged 85 and over. When urban dwellers become very old, they are more likely to move into residential care than their rural counterparts. The very small proportion of older people residing in rural areas with low population density are, therefore, more likely to be living in their own homes or with family members and may be remote from urban centres and services.**

Internal migration and transience patterns change with ageing. Residential mobility in or across regions is more likely to occur as people become older. Factors that contribute to this include:

- **climate, with older people moving to warmer temperatures;**
- **topography;**
- **distance from other centres; and**
- **availability of health services, such as major hospitals.**

Choices in making a move may be constrained by comparative house prices, especially when considering a move to or within desirable urban areas. Elderly parents wanting to relocate near their adult children for support may experience tensions between their need to move for the security of assistance and their preference for remaining in a familiar location.

The place in which people live is intrinsically linked to a sense of community. Figure 10.3, from a study of older people's experiences in a rural location in New Zealand, is a diagrammatic representation of factors impinging on decisions to stay or move location (Joseph and Chalmers, 1995).



Source: Joseph and Chalmers, 1995.

In the rural township studied by Joseph and Chalmers (1995; Chalmers and Joseph, 1998), the **strong attachment that older people had to their locality and the unavailability of alternative housing were influential motivators for people to remain in a community even in the face of insufficient support services. Similarly, research in the South Island has shown the resilience of rural communities in managing the depletion of support networks through urban migration** (Keeling, 2001). These findings highlight the need to know more about older people's decision making on relocation and to explore differences between locations.

...Local authorities can play a key role in encouraging the use of health services by providing information and transport for older people. Public amenities (such as libraries), innovative support programmes (such as 'befriending' services) and driver schemes all contribute to the mix of resources that make services more accessible. For example, in some centres a shuttle bus is available for transporting older people to health appointments...

How Settled Are the Retired?

Older Migrants Moving Into And Out Of the Western Bay Of Plenty

Colin McLeay and Jacqueline Lidgard

Family Centre Social Policy Research Unit, Wellington and Migration Research Group The University of Waikato

Working Paper 5

June 2006

[Link to PDF](#)

Excerpt:

...The significance of migration to the Western Bay of Plenty's population growth may be explained by the status of the region as one of New Zealand's 'sunbelt' areas. In general, sunbelt areas are those locales that have a significant and attractive coastline and have relatively high sunshine hours. Along with the Western Bay of Plenty, New Zealand's other sunbelt regions include Tasman, Marlborough, Thames-Coromandel, and the Far North. According to Lee and McDermott (1998, 97) **in their study of urban growth trends in New Zealand, migration to sunbelt regions is driven by "a growing cohort of retirees" who are pursuing "lifestyle options in attractive environments"**

Migration estimates provided by Statistics New Zealand provide support to the perception that older migrants make a significant contribution to growth in sunbelt regions in New Zealand. For example, while Statistic New Zealand data indicate that between 1996 and 2001 migrants in the 65+ year age group comprised 19 percent of total migrants moving into the Western Bay of Plenty sub-region, this is projected to increase to 31 percent of total migrants for the period between 2046 and 2051, assuming 1996-2001 age-specific rates. This New Zealand trend is consistent with the internal migration of older persons observed overseas. Drysdale (1988), for example, reported on the movement of elderly people to coastal centres in eastern Australia, while McHugh and Mings (1991, 5) reported that the majority of movers to the popular sunbelt destination of Phoenix, Arizona, 'can be categorised as young-old'...

...For example, in their analysis of elderly migration in the United States Rowles and Watkins (1993) identify a **'mosaic' of scales encompassed by elderly migration, including snowbelt- to-sunbelt migration, local movement to regional weekend and vacation destinations, migration from urban to nearby rural areas, provincial return migration, counterstream return migration out of the sunbelt, and migration for assistance from rural to urban areas.**

The variety of scales evident in elderly migration is surpassed by the variety of reasons given for movement. Moreover, there is significant variation in migration motivations according to the age of migrants. Conway and Houtenville (2003, 310) point out, for example, that **"the older elderly may migrate for very different reasons than the younger elderly."** Having analysed data from the United States' Census, these authors find that there are **differences in the importance younger and older elderly place on such things as climate (more important for younger elderly), cost of living (more important for older elderly), and income tax structure (more important to older elderly)** (Conway and Houtenville, 2003, 324-326). In drawing a distinction between younger and older elderly, Conway and Houtenville (2003) rely on a widely-accepted typology that differentiates the 'young-old' (65-74 years) and the 'old-old' (over 75 years), a distinction necessitated by the increased length of 'productive' life (Covey, 1992)...

Age-based typologies, however, are only one way in which the elderly may be categorised. Rowles and Watkins (1993), for example, **distinguish between amenity migration, return migration, and migration for assistance.** These authors report that **amenity migrants are primarily the young-old and tend to be healthy, affluent and well-educated. Amenity migrants seek “a leisure-oriented lifestyle in pleasant surroundings that are well-endowed with both recreational and service resources”** (Rowles and Watkins, 1993, 511). **Return migrants are persons who return to a place of former residence, typically either mobile young-old returning to communities they departed in their youth or old-old in ill-health returning to be with family and/or to spend their last years in familiar surroundings. Migrants for assistance are generally old-old, motivated to “move closer to family or to service and long-term care resources that provide increasing levels of assistance as they become more frail”** (Rowles and Watkins, 1993, 511). **Migrants do not, however, remain fixed within a specific category. Thus, a single individual may be an amenity migrant at retirement, may become a return migrant as they move from being young-old to old-old, and may conclude their mobility history by making a final move as a migrant for assistance.**

In concluding their detailed study of ‘elderly migration and development in small communities’, Rowles and Watkins (1993, 534) caution against policy-makers and planners

Ignoring “indirect costs to localities” as well as “non-economic factors that are often hidden from cursory inspection”. Central to the work of Rowles and Watkins (1993) is an **understanding that both the characteristics of the in migrants and the nature of the receiving community will influence the degree to which a community benefits from, or is detrimentally affected by, increased elderly migration.**

For example, **communities attracting primarily return migrants who have both familiarity with the area and existing social ties can anticipate a set of demands and expectations from elderly immigrants that is different from that of communities that attract amenity migrants with more limited prior knowledge of the community and expectations based on experiences elsewhere. Moreover, communities that emerge as elderly migrant destinations through serendipity confront different problems (primarily problems of adapting to unanticipated changes) than those found in communities that set out to implement a deliberate strategy of retiree-migrant-based economic development (and hence can anticipate and plan for change)** (Rowles and Watkins, 1993, 514).

Potential benefits of elderly-migration-based community development include increases in local retail and house sales, enhancement of the local ratings base, increase in the local capital pool (such as savings and investment), job creation, development of a pool of talented and committed service volunteers, and the stimulation of service development. Potential costs of elderly-migration-based development include increasing service demands that place a strain on existing community services, development of a ‘geriatric’ population with special needs, negative repercussions for other sectors of the local economy (such as discouragement of industrial investment), escalating house prices, environmental concerns (including traffic congestion, over-development, strains on infrastructure), and the transformation of the local social and political climate (Rowles and Watkins, 1993, 516).

...But life course will then ensure that there will be a movement of individuals from young-old migrants to old-old residents and this “aging” will impact on the nature of local benefits and costs. **For example, a young-old migrant may be a valuable asset to a community, providing welcome investment income and acting as a volunteer worker in a variety of cultural settings. As this resident ages, and becomes ‘old-old’, they will place increasing pressure on community services, while simultaneously withdrawing savings from local banks to pay for medical care and reducing commitment to volunteer activities.**

“In the absence of a continuing stream of new migrants to constantly reinvigorate the community, the result may be evolution of a vulnerable and high-cost geriatric enclave generating a community image that may actually serve as a constraint on future economic development” (Rowles and Watkins, 1993, 515-516)...

...6. Migration Plans and Motives

Plans to move again

One of the survey questions asked the respondents whether they had plans to move their place of residence again. **The literature suggests that older people will make migration decisions on the basis of very thorough evaluation of alternatives. Moreover, as ageing progresses it seems likely that increased chances of health problems and reduced financial capacity may make it harder to relocate. Hence, it is not surprising to find that around three-quarters of individuals in the 65+ age group in the survey were not planning to move again.**

However, it does appear that the **young-old, particularly those moving out of the sub-region, were not completely ruling out the possibility of another move.** Twenty-nine percent of the young-old (65-69 years) moving out of the Western Bay of Plenty and 20 percent of the same age group moving into the area were either considering or had at least not ruled out another move. In fact, overall 20 percent of those aged 65+ were in those categories. The only age group that had completely ruled out a further move were the 14 individuals (six percent of the survey population) aged 85 years and over. **Altogether, the survey suggests that around a fifth of older persons are not yet permanently settled in any given year.**

Table 10: Reasons cited as “important” or “very important” for selecting the Western Bay of Plenty as a destination, by 65+ age group, 2003 survey (percentages)

Reason	Age group			
	65-69 years	70-74 years	75-79 years	80+ years
Economic				
Relocation of business	4.0	2.5	0	0
More job opportunities	6.0	2.5	0	0
Higher wages	0	2.5	0	0
Begin new business	4.0	7.5	4.3	0
Escape high living costs	13.7	7.5	4.3	10.0
Lifestyle				
Desire for change	54.9	52.5	30.4	15.4
Larger centre	11.8	17.5	0	7.7
Coastal environment	64.7	42.5	43.3	19.2
Income opportunities	4.0	10.0	0	0
Better climate	70.6	45.0	43.3	42.3
Better housing	23.5	27.5	8.6	15.4
Family				
Be closer to family	35.3	40.0	65.2	53.8
Be closer to friends	25.5	12.5	8.6	19.2
Children to grow up in WB	4.0	0	0	0
Partner/parents' decision	9.8	15.0	4.3	3.8
Number of respondents	51	40	23	26

When the economic cluster of reasons is examined, escaping high living costs is the only reason cited across all age groups (Table 10). However, business opportunities were mentioned by some in the age groups up to 79 years. In the words of a 65 to 69 year old man his main reasons for moving

into the region were “climate, lifestyle, potential business opportunities (in design), central location, and beach”.

The reasons given by the respondents aged 65 years and over for moving away from the Western Bay sub-region are summarised in Table 11. The results are analysed for 14 individuals aged 65-69 years, 23 aged 70-74 years, 15 aged 75-79 years and 24 aged 80 years or older under the same three major headings – economic, lifestyle and family – as used in the analysis of the individuals who had moved into the sub-region.

In addition to retirement, the most consistent reason given for the move away from the Bay across the four age groups was simply the desire to live in a new area. A significant percentage (22 to 37 percent) in the 65 to 79 year age groups appear to be moving out of the area because the housing was too expensive, while just over a quarter of those individuals in the 65-69 year age group indicated they had moved because of a partners’ decision.

Table 11: Reasons cited as “important” or “very important” for leaving the Western Bay of Plenty, by 65+ age group, 2003 survey (percentages)

Reason	Age group			
	65-69 years	70-74 years	75-79 years	80+ years
Economic				
Wages too low in WBP	0	4.3	0	0
Lost job in WBP	7.1	0	0	0
Poor job prospects in WBP	7.1	0	0	0
Lifestyle				
Desire to live in new area	28.5	13.0	33.4	23.1
Retirement	64.2	43.3	46.7	38.5
Limited income opportunities	7.1	8.7	0	3.8
Poor climate	0	0	0	3.8
Housing too expensive	36.7	21.7	26.7	3.8
Family				
To get away from family	14.2	13.0	20.0	3.8
Partner/parents’ decision	28.6	4.3	6.7	0
Number of respondents	14	23	15	24

Although some individuals indicated it was important to them to get further away from family, for others the move was made to take them closer to family members. As a 70-74 year old woman noted: “We really miss it [Tauranga] but we think family is more important and my children could not earn enough to settle in the BoP, even though they are highly qualified. ... I moved here [Christchurch] with my daughter & grandson & son. Now my daughter has her own home and we live near to all our family”.

Widowhood and illness also appear to be catalysts to move out of the Western Bay. As a woman in her seventies living in Raumati wrote: “My husband died so I moved back to be close to sons and grandchildren”. This point is also made by a 70-74 year old man who had moved to Whakatane: “Prefer to stay here [Tauranga] however, health. One of us is dying. Need to sell to obtain some cash & smaller property”. While a woman in her eighties who had moved to South Auckland wrote; “My main reason for moving from the Western Bay of Plenty is that I had a minor stroke. Friends moved me to be nearer to them”.

Finally return migration in older age can be an option for some. A woman in her seventies, living in Taranaki, wrote: “Due to an accident (me) and illness (husband) we were unable to continue earning. Medical

costs were frightening. I was relieved to return to my beloved Taranaki. Can now manage finances, despite a recent stroke. Cost of living easier here and climate suits me”.

Features most liked and feelings on living in the Western Bay of Plenty

Both in- and out-migrant groups were asked what they liked most, currently or in the past, about living in the Western Bay of Plenty. The answers to this open-ended question were coded into the seven broad categories and summarised in Table 12. **While the “physical environment” of the region scored highly across all the older age groups, in general it was rated highest by the men and women who had moved out of the sub-region (55 to 85 percent). Proximity to family and other centres were mentioned more frequently by those who had moved into the area than those who had moved out. The exception is the youngest age group (65 to 69 year olds) moving out, who also valued the central location of the sub-region. The importance of location is expressed by a 70-74 year old man who liked the “relaxed atmosphere with several other main centres within easy travel”.**

While a 65 to 69 year old man valued, together with coast and climate, the fact that Tauranga was a “City – [with] easy access to Auckland area”. **A surprising finding was that recreation and leisure did not score as highly as a valued attribute amongst the in-migrant group as amongst the out-migrant group. This may suggest that a lot of recreational opportunities may be taken for granted while living in the Western Bay and not valued until they are no longer possible.**

Table 12: Valued attributes of the Western Bay of Plenty as a place to live, by 65+ age group, 2003 survey

Attribute	(percentages)			
	Age group			
	65-69 years	70-74 years	75-79 years	80+ years
IN migrants				
Physical environment	68.0	51.4	57.1	42.3
Quality of life	34.0	31.4	14.3	21.7
Recreation/leisure	6.0	8.6	0	8.7
Family proximity	14.0	14.3	19.0	17.4
Proximity of other centres	18.0	14.3	0	4.3
Economic opportunity	6.0	6.7	4.8	0
Education	2.0	0	0	4.3
OUT migrants				
Physical environment	84.6	63.2	54.5	61.1
Quality of life	15.4	15.8	18.2	11.1
Recreation/leisure	7.7	15.8	9.1	16.7
Family proximity	0	5.3	9.1	5.6
Proximity of other centres	15.4	0	0	5.6
Economic opportunity	7.7	5.3	9.1	0
Education	0	0	0	0

7. Conclusion

This study has shown that the reasons for movement both into and out of the sub-region are many and varied. Planners need to remember that communities are not static entities. **New Zealand has a relatively mobile population, even at older ages. The attributes of a place that matter to people will vary between groups of people.** The attributes that attract the young-old (such as the chance to go swimming and fishing

every day) may not be so appealing to the old-old, so as people reach the old-old stage not all will stay in a region like the Western Bay of Plenty and this must be taken into account in planning for geriatric support services.

Given that this age group is set to rise dramatically in the next two decades it is important to identify areas that experience the largest net migration gains and losses of older people, as well as the most popular destinations and origins of older migrants. This movement will change the communities in both the areas of origin of the migrants and the areas of destination. The challenge will be to factor in this migratory behaviour in policy designed to assist people to maintain independence as they 'age in place'.

Further work needs to be undertaken to separate the urban and rural segments of the over 65 year age group and to examine the likelihood of people 'staying on' in service depleted rural New Zealand as they age. As Joseph and Chalmers (1995) point out: **"In the face of a prevailing government ideology of personal responsibility and well-established problems of providing rural services, rural communities will likely be left to cope as they may with the needs of growing numbers of elderly".** In particular, older people in rural areas will, as Keeling (2001, 618) notes, **"have to compensate for and manage the loss of family and friends that results from rural depopulation"**.

Retirement Migration into Napier

Bridget Reeves

Research Methods in Human Geography

Auckland University

2010?

Fulltext:

The aim of this research exploring retirement migration into Napier was to establish trends in why retirees are shifting to Napier, where they are coming from, what ages they are when they retire, what services and amenities they require, what differences are presented between those living in a retirement village and those living in independent residences and if this influx of retirees into Napier is affecting the economy or social scene.

This type of research has not been looked into in depth in New Zealand before, so it was also interesting to see if New Zealand fit the majority of the literature that has come from around the world regarding retirement migration.

This study can be considered important as New Zealand's baby boom population nears retirement age, future planning needs to be done, taking into consideration the needs that retirees require and why they prefer to live in one place over another. This study is also important for Napier and other small cities and communities as their retirement population rises, the need for particular services and amenities within these areas will raise, as could the negative effects of a high retirement population.

Going into this research project, I knew I wanted to conduct a standard questioner to both residents from retirement villages and those who lived in individual residences. After numerous emails, letters and phone calls, I managed to organise interviews and access to retirement villages to conduct my questioner. All together I visited two retirement villages as well as social groups within the community so I could have my questioner filled out by those outside of retirement villages. I also wanted to interview those who were directly involved in retirement, so that meant I interviewed both managers of the retirement villages I visited and the president of a prominent senior citizens organisation. For information on the impacts of the retirement population on Napier's economy I had an interview with Napier's Economic Development Manager who was able to provide me with this information.

My approach was split between interviews and questioners. I used a questioner as a means of gathering information from migrated retirees so that I would receive a very standard set of responses which would make my results analysis easier and more accurate. Interviews I conducted on those who were more in the business side of retirement was done so that I could expand on my questions to gather a more in depth reason for their responses and understand them further. This worked and I was able to gather information on areas of retirement that I had not thought of before as being associated with retirement.

My results told me that many trends do come with retirement migration and not all of them followed the literature. **All of the retirees who had filled out a questioner had not worked in paid employment when they shifted to Napier, and according to the economic development manager, this is a positive that has no negative impact on the economy as it brings in people who are spending money without taking away employment from the local community residents. There is a strong dominance of single retirees shifting to Napier for the strong communal atmosphere and the large range of social groups they can become involved in. Many retirees stated that lifestyle change was the main reason for relocating. This was followed up by climate, affordable living and that they would now be closer to**

friends and family. Improvements that retirees would like to see were an improvement in public transport – very important to those who were dependent on others – and a hospital in Napier that would offer that same services of that in Hastings.

Limitations of this research were the time frame that I had in Napier to conduct research. This would have given me time to talk to retirees on a one on one basis as this would have given me more opportunity to expand on questions in my questioner. Another limitation was the questioner itself. Looking at it now I could have made it much more user friendly and have revised a few of the questions to make them easier to read and the layout could have been much simpler. Due to limited knowledge or focus on my topic within the community made it harder for me gather information that was not statistics or direct information from retirees, due to this I was unable to expand on my initial research questions.

Housing Futures

Scenarios for Older People's Housing 2010-2050

Kay Saville-Smith and Bev James

Centre for Research, Evaluation and Social Assessment

2009

[Link to PDF](#)

Excerpts:

3.7 **Both older people themselves and younger people looking towards their retirement overwhelmingly report wanting to stay in a home of their own in the community.** Problems of access to affordable housing (especially for owner occupation) and problems of finding affordable and suitable housing for retirement are reported by consumers and sector stakeholders. Newly built housing, while typically providing better thermal performance, are also typically significantly larger than desired, often function poorly in relation to accessibility, and can have locational disadvantages.

7.19 **A point also made was that units in most retirement villages are unaffordable for older people with modest assets. Most of the consumer workshops noted that more reasonably priced own-your-own and license to occupy units are needed.**

7.20 **Workshops acknowledged an increasing number of older people needing rental housing, which is likely to continue as younger cohorts of renters age. Older new settlers are often in a position where they do not get any income support from the New Zealand government because they have not lived in the country long enough.** Sometimes they have very modest pensions from their home country. Consequently, their financial situation limits their housing opportunities to renting.

7.21 **The continued involvement of the public sector in providing affordable rentals for older people was widely supported, although questioned by a few who do not see housing as the business of councils.** Support for public sector housing is not only because people consider that such housing must be affordable, but also because public providers are seen to have responsibilities to be accessible and open to public accountability. **For example, the Maori workshop observed that councils divesting property management to council owned companies or private property management companies, has meant that older Maori tenants feel disempowered and believe they can no longer talk to the council about their housing. The Chinese workshop considered that both HNZC and council housing were preferred over private rentals because they are seen to be more open to renting to older migrants as well as being more affordable.**

7.22 Given the likelihood in future that there will be more older renters, **some workshops suggested alternatives to home ownership that would nevertheless provide older people with secure tenure. These options included long-term rentals, co-housing, affordable license to occupy units and shared ownership models.**

Neighbourhood design and connectivity

7.45 **All workshops commented that it is important for older people's homes to be closely connected into their communities.** In particular, the workshops considered it highly desirable that all ages are able to live close together. Most of the workshops expressed similar visions around intergenerational living in small-scale environments, such as villages, neighbourhoods and communities, where residents feel safe. Dwellings would be warm and designed with features to assist personal mobility and safety. They would be accessible to local amenities and services including health care services, social services, shops, recreation and entertainment, public transport, community gardens, informal meeting areas and venues and churches.

7.46 **The 50-55 years age group workshop gave a high value to living where they could easily access facilities and services now, in a built environment that has a human scale.** This human scale, with low buildings and streets that are not too wide encourages interaction. These preferences would not change as they aged, and for some would determine where they would live, e.g. remaining in an urban area where they could get medical care easily. The new settler workshops also commented that they were used to living in settlements where interaction with family and neighbours was easy.

7.47 **In the 65-70 age group workshop Germany was cited as an example of a society with many intergenerational housing developments where older people and families live in neighbourhoods together, although residents are not necessarily related.** That workshop thought that intergenerational living may appeal to those young people with children who live at a distance from their own parents, so that they have older people around for their children. That workshop suggested that older people risked loneliness, isolation and poor mental health if they could not access services and easily connect with others.

7.48 **The Chinese workshop also advocated intergenerational neighbourhoods, with housing for older people close to younger families.** They saw this as enabling older people to live independently, but with help nearby. This type of living environment provides companionship for older people and enables them to actively contribute to the community, for example by helping young

Neighbourhood design and connectivity

I envisage staying in my place after I retire because it's within walking distance to town and on a bus route. It gives me exercise (50-55s)

Want good access to local and neighbourhood facilities ... more community activities for older people like community gardens ... availability of free transport ... you've got to live somewhere where you feel safe (65-70s).

We don't want younger people being scared of growing old, we want them to know they can still be useful in their golden years ... it's planning for a whole village ... what's important is how those places are planned – accessible to services and a mix of ages (Filipino workshop)

When you're old you want to be involved, be close to your family (Pacific workshop).

Well connected apartment buildings of mixed ages ... mini-communities with organised neighbourhood events such as coffee mornings, progress dinners, BBQs, (50-55s)

Old people want to live close to services ... Kaumatua don't like to be divorced from their whanau and vice versa (Maori workshop)

7.49 **The Maori workshop agreed that homes for kaumatua and kuia need to be located close to amenities, accessible to medical services and other essential services and transport, and situated near whanau.** Mixed ages in the neighbourhood are important for older Maori to feel part of the community and to get support but also to be independent. This workshop gave examples of instances

where no attention to planning for viable neighbourhoods has resulted in poor housing for older people. It was the considered view of the workshop that over the years government Maori housing schemes such as papakainga housing have not worked because they were not designed for, and consequently have not met the real needs and circumstances of older people and their whanau. Dwellings have been poorly located at a distance from facilities and they are too small for whanau to stay. There are instances where the siting of such

developments has resulted in difficulties attracting tenants, where there have been tenancy management problems and where dwellings have been demolished.

Grandparents In Rural Families: Young People's Perspectives

Sally Keeling, Kathy Glasgow and Carolyn Morriss

New Zealand Institute For Research On Ageing, Victoria University

Blue Skies Report No. 24/08 July 2008.

[Link to PDF](#)

Excerpt:

4.5 Population ageing and community change

There was some overlap between the previous section and this one, as principals referred to their wider observations about how they saw an ageing population impacting on their community, and indirectly on their school. **In their comments, there is a clear recognition of general economic and employment factors, as well as those particular to their rural region. Housing, transport and access to and availability of health and other services also affect rural families at all stages of life.** All principals themselves live locally and are aware of these factors in their own lives as well as through their professional roles.

During the research site visits, conversations in the school staffrooms also expanded and elaborated on the insights and information provided by the principals, but these comments are taken directly from the principals' questionnaires:

"A rest home opened some years ago. A small hospital and a medical centre run by a local trust provide medical care. A number of people from farms retire to the township. A wide variety of health and other agencies are co-ordinated through an active community trust organisation. A lack of transport to [larger centres] hinders the opportunities of some older people to live here."

*"A small number of elderly people retire out of the district. The [district] has a widespread and sparse population of some 1800, of whom 850 live in [town], the administrative and service centre of the region. The main sources of employment are agriculture and the provision of services to the farming community. All socio-economic levels and age groups are represented. **A residential home for the elderly, pensioner flats owned by the district council and a tradition of 'moving into town' by those retiring from farming means that the 60+ age group is heavily represented also.** During the past few years, there has been a marked increase in the number of solo-parent and re-organised families. Three to four percent of the total population identify as Māori... As the service centre for the region, [town] provides a high standard of health facilities, including hospital, doctor and dentist."*

"We are seen as a town to which people might 'retire' – therefore our population is ageing."

"One reason for more expensive housing is retired people, often from overseas, buying property which is often only lived in for part of the year. Young people possibly more inclined to leave the area once finished school."

International Research

2010 Del Webb Baby Boomer Survey

<http://www.dwboomersurvey.com/>

***Del Webb is a retirement complex chain aimed at active adults in the United States. They commissioned this survey.**

Living Retirement

To move or not to move? Desire or plans to move upon retirement are very consistent. **Over one third of the respondents in all groups are planning a move during retirement.** It would appear the desire to move during retirement may be on the rise, with 42% of today's 50 year-olds planning to do so as compared to 36% among the 1996 50 year-olds. Interestingly, among the older Boomers 32% are planning to move which compares well with the 34% who have actually moved.

So what's important in deciding where to move? Among both the 50 and 64 year-old Boomers, "cost of living" and "healthcare" were the MOST important considerations in selecting a retirement location. For Del Webb residents, the key drivers were "healthcare," "amenities" and "cost of living."

How important are each of the following in deciding where you will move (amongst those who plan to move)?

	50 Year-Olds	64 Year-Olds	Del Webb
Being close to parents/in-laws	30%	14%	7%
Being close to children	45%	49%	51%
Being close to grandchildren	38%	45%	44%
More favorable climate	60%	59%	58%
Cultural/recreational amenities offered	61%	59%	71%
Community/networking opportunities	54%	53%	58%
Access to preferred health care programs	68%	70%	71%
Cost of living there	81%	81%	70%

Percentages shown are "important" + "very important" + "extremely important"

How important were each of the following in deciding where you did move (amongst those moved during retirement)?

	64 Year-Olds	Del Webb
Being close to parents/in-laws	18%	12%
Being close to children	32%	51%
Being close to grandchildren	30%	44%
More favorable climate	41%	51%
Cultural/recreational amenities offered	41%	66%
Community/networking opportunities	28%	52%
Access to preferred health care programs	48%	53%
Cost of living there	70%	62%

Percentages shown are "important" + "very important" + "extremely important"

Role Of Natural Resource Amenities In Attracting Retirees

Implications For Economic Growth Policy

Poudyal, N., Hodges, D.G., and Cordell, H.K.

Ecological Economics, (2008), 68, 240-248.

[Link to PDF](#)

Increasing criticism of resource-extractive and polluting heavy duty industries in urban areas, as well as continuing declines in timbering, farming and mining in rural areas, have created challenges for planners and policy makers seeking sustainable rural economies.

Earlier studies have concluded that a “retiree economy” is a viable approach for rural economic sustainability. Using specific measures of natural amenities that are variant over time; this study examined the role that natural amenity resources have played in attracting retirees.

Results reveal that the rural and biologically rich counties with substantial land use diversity, water amenities, and other man-modified natural and recreational attractions have great potential for attracting retirees.

The findings from this study can be useful for local and regional agencies to identify their latent potential to promote retiree economy, and also to predict the future amenity demands. In addition, we draw other policy implications regarding regional economic growth and ecological concern in rural America.

Retirees Boosting States' Rural Economies

By Christine Vestal, Stateline.org

2006

[Link to PDF](#)

As members of the baby boom generation start searching for the perfect place to spend their golden years, states—especially ones not typically considered havens for senior citizens—are touting their quiet communities and unblemished surroundings in hopes of grabbing a share of the biggest retirement bonanza in world history.

Some 77 million strong, boomers—born between 1946 and 1964—have been trendsetters throughout their lives, and their retirement choices are expected to be no different. Instead of beating paths to Florida and Arizona, aging boomers already are opting for unconventional, far-flung U.S. locations, primarily in the South and West.

State and local governments—vying for their share of the great boomer migration—are developing innovative ways to attract and keep this healthy, wealthy and relatively young new breed of retirees. Their hope is that boomers—with their enormous wealth and diverse talents—will breathe new life into rural communities, many of which are slowly declining as younger workers move to metropolitan areas.

Small towns—as opposed to big retirement enclaves—are a good fit for the new retirees, sociologists say, because they've shown a preference for staying active, living in mixed-age communities and escaping the hubbub of urban and suburban life.

Seizing this emerging economic opportunity makes sense, but some worry that states—too eager for young retirees' cash—won't be prepared to provide the medical and social services their new senior citizens will need as they grow older. Still, economists say most boomers have savings stashed for their old age, and demographers point out that, in the past, many senior citizens moved closer to family when they became too frail to enjoy the surroundings they chose for early retirement.

Better than new businesses

For rural states and small towns near major metropolitan areas, attracting retirees is a much better choice than attracting businesses, says economist and consultant Gene Warren. Retirees spur economic development through the mailbox, because their income arrives in the form of Social Security, pension and other savings checks, and they require very little in return.

Is Attracting Retirees a Sustainable Rural Economic Development Policy?

Biswaranjan Das and Daniel V. Rainey

Southern Agricultural Economics Association

2007

[Link to PDF](#)

Abstract:

An economic impact analysis was conducted in two rural counties in Northwest Arkansas to observe effects of hypothetical retiree in-migration as a sustainable economic development policy. The analysis reveals economic benefits with varying impacts and additional socio-economic costs on both counties. The policy has the potential for sustaining in the long-term.

Baby Boomer Regeneration

Thomas Feldhoff

CRRS Briefing Paper Series No. 2

February 2010

[Link to PDF](#)

Summary:

Like most OECD countries, Japan is facing an ageing and decreasing population. The loss of approximately 25 million people by the year 2050 will have severe consequences for the spatial structure of the country. The decline and even disappearance of depopulating settlements” has already become a major domestic policy concern. Several localities have therefore initiated strategies to sustain their populations and promote regional development by attracting the current generation of retirees. This paper addresses some of Japan’s key demographic features and provides some policy recommendations for public bodies with regard to strategies to attract retirees as one option for regional development. It suggests that:

- ageing local communities need to build on their assets, rather than seeing ageing solely as a problem;
- **amenity, accessibility and infrastructure are key to attracting retirement migration to particular localities;** and
- participatory planning processes which facilitate community development, are a prerequisite for the adoption of flexible and creative problem-solving strategies in regional development around retirement migration.

What Is A Family-Friendly Town?

New Zealand Research

Whose Role Is It Anyway?

Implementing Family-Friendly Workplace Practices In New Zealand

Lilley, S., 2004.

This research was undertaken as part of a University of Canterbury targeted summer scholarship in affiliation with the Social Science Research Centre and as part of the Modernisation of the Welfare State research project.

[Link to PDF](#)

Definition:

The OECD (2003) defines **family-friendly policies** as “**employment-oriented social policies that facilitate the reconciliation of work and family life by fostering adequacy of family resources and child development, favour the parental choice about work and care, and promote gender equality in employment opportunities**”.

Family-friendly policies enable people to raise children and undertake family care obligations, as well as have a career. Having a family and working are two important life goals for many individuals, both have positive outcomes for a society and it's economy. Work/life balance policies shift the narrow focus on work and family to an acceptance that work, family, personal and community commitments all need to be considered.

New Zealand's Department of Labour defines **work/life balance** as being able to “**effectively manage the juggling act between paid work and the other things that matter to people**” (DOL, 2003). While this definition includes family, it extends beyond family responsibilities to all aspects of life. **Subsequently, work/life balance encompasses participation in community activities, voluntary work, personal development, religion, leisure and recreation.**

Family-Centered Communities: The Planning Process

A Report for the Families Commission

Research Report No 1/09 February 2009

<http://www.familiescommission.org.nz/web/family-centered-communities/index.html>

Excerpt:

Introduction

The Families Commission works to ensure that the interests of families are reflected in central and local government policies and services.

An extensive body of research evidence indicates that family functioning and circumstances significantly affect the life chances of individual family members, and the successful functioning of society and the economy. However, findings from the Commission's major research projects suggest that the importance of the family is not always reflected in public policies and services. Little consideration is given to the wellbeing of the entity itself over and above the wellbeing of individual members or population groups.

The Commission is currently working with the local government sector on an initiative to encourage councils to take a family-centred approach to planning and decision-making. This literature review has been produced as a resource for this project. The Families Commission's understanding of the issues discussed in this report will grow as the project progresses, and the Commission will consider reporting on this later in the project. Meanwhile, the Commission feels that this report is a useful resource for ourselves and others, and for that reason, we have placed it on our website.

The report is based on a review of key published papers and reports. It is not intended to be a fully comprehensive review of the literature.

Executive summary

An extensive body of research evidence indicates that **family functioning and circumstances significantly affect the wellbeing of family members, and the functioning of society and the economy.**

Families carry out various functions that are critically important to society. They share resources, and support their members financially; they care for the young, the elderly, the sick and the disabled. Many commentators cite the family as one of the root causes of our most pressing social problems; nevertheless, the Families Commission's research suggests that the importance of the family is not always reflected in public policies and services.

The Commission, with the assistance of Local Government New Zealand, is exploring the feasibility of increasing the focus on families in local body decision-making processes.

In addition to providing routine services, many local authorities have become involved in providing social housing and other community services, such as childcare, out-of-school programmes and community development.

Under the Local Government Act 2002 a key purpose of local government is to promote the social, economic, environmental and cultural wellbeing of communities. The Act requires a local authority to assess how its

decisions contribute to community wellbeing.

This review set out to determine the key components of family-centred communities from the literature. It will contribute to an initiative by the Commission to encourage councils to take a family-centred approach to planning and decision-making. The report will also provide the Families Commission with knowledge about family-centred communities for future use.

The review exposed a general dearth of material on family-centred communities and planning. The literature tended to interpret 'family' as parents with children, with little recognition of other family forms. This reinforces the need for the Families Commission's work.

The study also explored the literature on other local government models which seek to promote wellbeing, such as Healthy Cities; Child Friendly Cities; Age Friendly Cities; Safe Communities; and Liveable Communities.

Literature discussing the ways in which communities or councils cater for particular population groups, such as children, older people, youth or cultural groups, was considered to be outside of the scope of this review.

Principles of a family-centred approach

The review found a number of common principles associated with a family-centred approach to social service delivery and community development and planning:

- **Family participation** – in identifying needs and in planning, implementing and evaluating services.
- **Focus on the family as a whole** – rather than on individual family members.
- **Focus on family functioning** – to strengthen interconnections and the capacity of families to function effectively, and provide opportunities for families to be together.
- **Strengths versus deficits** – the approach should enhance protective factors and internal resources.
- **Building social capital** – to help families build and draw on support networks in their family, between families and with community agencies and institutions.
- **Interagency collaboration** – working on many fronts simultaneously rather than single-agency approaches.
- **Addressing inequalities** – agencies should identify and support families in the most extreme economic or social need, putting efforts and resources toward preventing family problems before they become crises or chronic situations.
- **Culturally appropriate approaches** – to affirm and strengthen cultural, racial and linguistic identities.
- **Diversity** – recognising the variety in family forms.
- **Evidence-based** – up-to-date information on the status of the community's families should provide a basis for planning and decisions.

Components of a family-centred community

The literature describing a community or city as ‘family-centred’ based this evaluation on a range of factors:

- physical attributes (built and natural)
- service availability
- sense of community or social capital
- outcomes indicators.

Most of the literature suggested that the combination of these factors made a community family-centred. It argued that **family-centred community-building initiatives must work on many fronts simultaneously, and integrate asset and urban planning with social service planning.**

A Family Friendly Community Checklist, produced by the Premier’s Council in Alberta in the early 1990s, provides a comprehensive description of the components of family-centred communities. The checklist describes features needed by various family members (for example, children, youth, older people and parents), rather than assuming that family-friendly equates to child- or parent-friendly. Like other local government literature, it treats family participation in decision-making as a core attribute of family-friendly communities. This was evident in both New Zealand and international literature.

This approach could inform the development of guidelines for New Zealand local government planners and decision-makers. However, the findings from the literature review do not suggest a simple ‘checklist’ for planning. Rather, they challenge the fundamental premises and processes behind decisions.

Key local government processes

The literature review suggested that certain processes are central to ensuring that local government achieves family-centred outcomes:

- developing a family wellbeing model
- gathering information on the status of families
- consulting with families
- multi-sector collaboration
- addressing inequalities
- building internal capacity.

Under the Local Government Act 2002, a local authority must be able to demonstrate how a decision contributes to wellbeing and community outcomes.

This report suggests that councils adjust the following frameworks:

- Wellbeing frameworks – to ensure they capture the wellbeing of the family itself, over and above the wellbeing of individual family members.
- Indicators frameworks – to include measures of family wellbeing.
- Community outcomes frameworks – to ensure they include explicit outcomes for families.
- Consultation frameworks – to ensure families are engaged in decision-making processes.

To promote this approach, councils' Community Outcome Processes (COPs) could overtly seek communities' views on desired outcomes for families. COPs could be structured to reflect outcomes and priorities for families. Councils could also develop family strategies.

The literature indicated that **understanding a particular community's families is a prerequisite to a family-centred approach. The effectiveness of a family-centred process greatly depends on the information or research evidence available to the policy analyst, planner or decision-maker. Under the Local Government Act 2002 councils are required to monitor and report on progress towards community outcomes.**

This review suggests that a **family-centred approach would be enhanced by an indicators model which included measures of family wellbeing.** This could be supported by research.

A family-centred approach would involve councils **applying their considerable skills and experience in public consultation and community engagement in efforts to target families.**

The literature suggests that a family-centred approach would require **collaboration between councils and other external parties and also across council functions.**

The literature also suggested that **councils need to develop internal capacity and skills in family-centred planning and development.** The Families Commission has an obvious role in providing advice and support in these areas. This current initiative is an example of how the Families Commission can encourage local government to promote family wellbeing.

Families on the Fringe

Promoting the Social Inclusion of Young Families Moving to Non-Metropolitan Areas

By Karen Healy et al.

University of Queensland, Benevolent Society, Mission Australia, and University of Sydney

June 2009

[Link to PDF](#)

This research supports policies, programs and services aimed at reducing the push factors experienced by young families, most notably housing costs. However, for those who do relocate, better delivery of services and infrastructure is needed. Some non-metropolitan communities have limited resources to manage an influx of young families to the area, putting pressure both on established residents and newcomers.

Attitudes And Behaviour In Relation To Public Transport In Non-Metropolitan Cities Of NZ

C.Cheyne and M Imran

Massey University

November 2010

[Link to PDF](#)

Excerpt:

...6.1 Introduction

Interviews were conducted with 19 residents of Marton, who were asked to describe their travel, particularly with respect to trips away from Marton. Information was sought about what forms of shared or public transport would work for them, and their knowledge and experience of carpooling and car sharing. Interviewees were also asked to explain how they planned for travel and whether their transport arrangements might change over the next 5 years.

...Our survey data confirmed the New Zealand Household Travel survey findings that the travel behaviour of residents in rural areas differs from that of residents of urban areas. Shopping (29%), health care (23%) and social/leisure (21%) were important purposes of travel. Only 16% of respondents stated that journey-to-work trips were their main purpose for travel. However, more than 80% of the people living in the case-study towns relied on private vehicles for journey-to-work trips, and most of the households living in these towns had one or two cars. Our survey showed that driving alone (31%) and riding in a car as a passenger (38%) were the most common modes of travel, followed by walking (13%), public transport (6%), cycling (4%), taxi (3%), motorbike (2%), hospital van (1%), company car (1%) and others (1%).

This data indicated that small and declining populations need the provision of different forms of shared and flexible transport (rather than conventional public transport) to help promote the goal of economic growth. These transport services would need to be designed in such a way that they accommodated the specific travel needs of the residents of small towns.

Home Loan Affordability in Manawatu/Wanganui

19 April 2011

Interest.co.nz

<http://www.interest.co.nz/news/52044/national-affordability-improves-auckland-now-less-affordable-queenstown>

(See regional reports on housing affordability at end of article)

Excerpt:

“First home buyers in cheaper areas and cities are in the strongest position they’ve been in since the end of 2004,” said Margaret Smith, spokeswoman for mortgage broking group Roost Home Loans.

“Affordability for young couples has improved strongly over the last year as interest rates have stayed low and after-tax incomes have risen in the wake of tax cuts,” Smith said.

Housing Affordability

New Zealand Post Primary Teachers Association

2009

[Link to PDF](#)

Excerpt:

For those who live in communities with high average incomes, the perception of relative disadvantage can be strong. The taskforce commends the Auckland region for taking a perspective that allowed them to engage in objective deliberations on a potentially thorny issue. While few come into teaching expecting to reach the earning capacity they might have achieved in the private sector, they recognise other benefits. For many, the prime focus is service. The question is how to prevent teachers in some areas from being forced away from teaching by the impact of the financial stress of house ownership or rental in some areas.

...The table below identifies factors that may form part of a fuller consideration of the differences between the urban and rural “packages”, and which might lead people to continue to move into and stay in higher housing cost areas.

	Urban	Rural
costs	<p>Large classes</p> <p>High housing and rental costs in some parts of the city</p> <p>Parking pressures and fines</p> <p>Traffic congestion</p> <p>Crowding</p> <p>Higher insurance costs</p>	<p>Often multi-level teaching</p> <p>Often teaching outside discipline</p> <p>Increased number of duties/responsibilities within the school (fewer people to share tasks)</p> <p>Professional isolation</p> <p>Long distance for PD opportunities</p> <p>Declining rural rolls – reduced job security</p> <p>Low capital gains on property</p> <p>Higher petrol costs</p> <p>Transportation costs built into price of goods</p> <p>Lack of public transport</p> <p>Travel required to events and entertainment</p> <p>Limited access to support services (ICT, plumbing, car repairs and mechanics, electricians, etc)</p> <p>Less accessible medical services</p> <p>Lack of local career options</p> <p>Partners often unable to find jobs or appropriate work</p> <p>Partners in jobs that pay lower rates than equivalent positions in major urban areas</p> <p>Obligation to support local business</p> <p>More limited choice of services and goods</p>
gains	<p>The reverse of the "rural costs", plus:</p> <p>All hours access to shops and services</p> <p>Universities and teacher training</p> <p>Teacher collegiality (not isolated specialists)</p> <p>Access to national and international events and culture</p> <p>Greater variety of entertainment and clubs</p> <p>Proximity to discount air travel and flight availability</p> <p>Greater range of housing options</p> <p>Greater level of choice</p> <p>Rising rolls – greater security of employment</p>	<p>The reverse of the "urban costs", plus:</p> <p>Slower pace of life</p> <p>Closer community relations</p>

Rural Lifestyle Preferences

Rodney District Council

2008

[Link to PDF](#)

Excerpt:

Travel Times

Travel is a feature of rural living. In developing the Rural Strategy, attention must be given to the travel times that rural residents consider acceptable to access different services and facilities.

Participants were asked, 'in choosing a location for your home, what would be the maximum acceptable travel time for you for journeys to ... (one way, by vehicle)?' Each participant was asked only about destinations relevant to them (e.g. journeys to university etc).

The table below shows the average trip length wanted for each journey type.

Journey	Average Maximum Acceptable Trip Length (minutes)			
	All Owners	Farmers	Lifestylers	Other
Public Transport	13	16	12	12
Service Station/Convenience Store	14	15	13	15
Primary School	14	16	13	15
Doctor	16	17	16	16
Vet	16	18	16	16
Shopping	19	20	19	21
Cafe/Restaurant/Pub	19	20	18	20
Secondary School	20	21	19	21
Sports Facility	22	23	21	22
Beach	23	23	23	22
Recreational Facility	25	28	25	24
Work	35	32	36	33
University	42	47	40	41

On average, 'lifestylers' have shorter acceptable travel times for all journeys. The exceptions to this are work and beaches.

The highest demand for accessibility (i.e. those who want travel times of 20 minutes or less) is for:

- **Public transport (92%)**
- **Primary school (91%)**
- **Service station/convenience store (90%)**
- **Vet (85%)**
- **Doctor (85%)**

Small-Town Lure For City Slickers

By Jane Phare

New Zealand Herald

22 July 2007

Fulltext:

As fast as immigrants pour into Auckland and other main centres, jaded city dwellers are heading for the country.

In terms of laying it on thick, Feilding has the market cornered. Just as Auckland cinema goers are settling in with their popcorn and chocolate-dipped icecreams, having crawled through traffic and spent 15 minutes looking for a carpark, **Feilding comes in low and hard with a pre-movie promotion.**

"Some days there's heaps of traffic," croons the voice to a shot of V8s racing round Manfeild autocourse. "Some days there's not," to views of a nearly-deserted main street.

The lifestyle is great but things cost less, the promotion reassures viewers, as the camera pans a range of tidy houses.

Moviegoers in Wellington and Palmerston North are getting the same treatment after the picturesque little Manawatu town decided to take action in the face of signs it was dying.

Feilding saved furiously for three years for the \$20,000 marketing campaign to persuade jaded city dwellers that life in a small town would be the answer to their woes.

The urban drift of past decades sucked the guts out of small towns as people headed for the main centres looking for work, but the provinces are starting to fight back. And there's nothing like country zeal to convince townies they would be better off out of the big smoke.

The lower cost of buying a home is the biggest attraction for many. With the Auckland housing market inflated beyond the reach of many first-home buyers and tying up the capital of those who do own homes, the lure of affordable housing and freed-up capital is hard to ignore.

Add to that free parking, no traffic lights, no rush hour, dinner out for the price of a cocktail in Auckland, and the target is well and truly hooked.

In the case of Feilding, it's been voted "New Zealand's Most Beautiful Town" 13 times.

Aucklanders Ray and Angela Scott are counting down the days before they move to their new home there next month. The Scotts, originally from Christchurch, moved to Auckland five years ago and rented a house in St Heliers. Shocked by the housing prices, they bought a house in Waiuku last November.

Back then, the trip to work in South Auckland took 40 minutes, but Ray Scott now thinks the traffic was light because of the school and university terms finishing. By February this year the journey was taking an hour each way on a good day - 80 minutes on a bad one.

Scott, a car salesman, hates Auckland's traffic "with a passion" and resents the daily travelling time. He and his wife leave just after 6am every morning. Scott drops Angela, a senior nurse, at a renal dialysis unit in Manukau then drives to Pakuranga.

It was son Ian, based at Ohakea with the Air Force, who suggested they take a look at the pretty town of Feilding. After one visit they were sold. They bought a three-bedroom house on a 950-square metre section for

under \$300,000 - less than half what they would have had to pay in Auckland - and found jobs in Palmerston North almost immediately. The 12km trip from their home to work will take about 10 minutes.

Ray Scott is looking forward to an extra hour in bed every morning while Angela, a keen walker, enthuses about the green rural views around Feilding.

Those who have made the move to a small town advise going with an open mind and without expectations.

"If you don't like it, you can always move again," says Arrowtown resident Cerise Walton. She, her husband and young son moved south from Auckland eight years ago. Now an estate agent with the newly formed Queenstown branch of Boulgaris, Walton has watched towns like Gore, Clyde and Twizel expand in the past few years. Gore is now almost an extension of neighbouring Alexandra. Geraldine, an hour out of Christchurch, is booming.

Murray Cleland, president of the Real Estate Institute, says people moving out of the city look for cheaper housing in a small town not too far from a major centre. Access to good health services and specialist care is a concern for older people.

Cleland, based in Hamilton, says older people are increasingly selling up valuable properties in Auckland and moving to towns like Morrinsville, Te Aroha and Matamata. The towns near Palmerston North are also benefiting from newcomers moving into the area.

Those who move get a decent house and a lump sum to invest. "They are debt-free and they can have a lifestyle. For many, all their capital was tied up in their Auckland home."

The cost of living in small towns is lower than for main centres and cities, and belonging to clubs like golf and bowls is cheaper. People feel safer in small towns and, once they got to know people, more friendly.

"You can be lost in a big city. You can live in an area for years and never know your neighbours."

Feilding's promotions manager Helen Worboys says in the early 90s, Feilding decided to start its fightback. "We've since basically put a bomb under the town."

The town centre and streets were upgraded and a thriving cafe culture established. "We copped some flak from ratepayers who said nobody will sit out on a footpath from a cafe," Worboys says.

"Six to seven years ago you couldn't have a choice of cafe, or eat out in Feilding seven nights a week. That's changed now."

Worboys says the idea was that if Feilding showed people "we love the place" the private investment would follow. "We are now seeing a surge in commercial development. The minute a building comes on the market it's snapped up, often by out-of-towners, especially Aucklanders."

Worboys says after a period of decline, **Feilding is showing a "slow but steady" population increase and hits on the promotion's website indicate it is on target.**

Leaving in droves

Aucklanders are leaving for the provinces in droves.

Census figures show the Auckland region had a net loss of 16,662 residents between the 2001 and 2006 censuses. Most moved to Waikato, Bay of Plenty, Northland, Otago or Canterbury.

Net migration flows between 16 regional council areas show Auckland had the most losses (13). It recorded net gains from only two regions - Wellington (1884) and Manawatu-Wanganui (48). Canterbury gained the most resident New Zealanders (8103).

Auckland recorded the largest net outflow (13,848) of people aged from 25 to 64 between the 2001 and 2006 censuses. Bay of Plenty had the largest net inflow (6213) followed by Waikato (4059) and Northland (3546).

However Auckland had the largest population growth, at 12.4 per cent, due to immigration.

Family Dynamics Among Urban Rural Migrants

A Study of Households Moving Out of Urban Areas in New Zealand

MAF Policy Technical Paper 98/8

Charles Waldegrave and Shane Stuart, The Family Centre Social Policy Research Unit

June 1998

[Link to PDF](#)

Excerpt:

Perceived Advantages and Disadvantages of Living in Smaller Towns

A series of questions in each survey investigated how respondents felt about their move away from urban areas. Tables 5, 6, 7 and 8, show participants responses to questions about particular advantages and disadvantages they considered there were to living in the town they were in, as opposed to the last urban area they lived in.

Table 5 shows the perceived advantages of living in towns, by the household income source (beneficiary or non-beneficiary) of respondents at the time they answered the questionnaire. For both income categories the physical location or environment of the town was most commonly named as an advantage of towns over urban areas (33% of beneficiaries and 36% non-beneficiaries). The next most common responses were 'lifestyle' (27% beneficiaries, 32% non beneficiaries) and "Community" (21% and 25% respectively). Perhaps the most noticeable difference between the two is that beneficiaries were more likely to see no advantages than non-beneficiaries (16% compared to 11%). Despite some differences in the proportions of responses however, the ranking of responses is similar within the two categories.

Table 5. Advantages of Living in Country as Opposed to Urban Area, by Income Source⁶

(Multiple Responses Possible)

Advantage	Beneficiaries		Non Beneficiaries	
	N	%	N	%
Community/People	126	20.6	167	24.6
Lifestyle	168	27.4	216	31.8
Cheaper Housing/Land	88	14.4	81	11.9
Cost of Living	53	8.6	51	7.5
Location/Environment	203	33.1	247	36.3
Better for Children	39	6.4	41	6.0
Other	93	15.2	114	16.8
None	97	15.8	77	11.3
Invalid	0	0.0	1	0.1
Total Responses	857	141.4	995	146.3
Total Respondents	613		680	

Table 6. Disadvantages of Living in Towns as Opposed to Urban Area by Income Source.

(Multiple Responses Possible)

Disadvantage	Beneficiaries		Non Beneficiaries	
	N	%	N	%
Community/People	66	10.8	57	9.3
Lack of/Inferior Facilities	266	43.4	313	51.1
Distance/Isolation	145	23.7	209	34.1
Lack of Employment	87	14.2	53	8.6
Environment	28	4.6	23	3.8
Cost of Living	56	9.1	70	11.4
Other	40	6.5	47	7.7
None	152	24.8	138	22.5
Invalid	1	0.2	1	0.2
Total Responses	841	137.2	911	148.6
Total	613		680	

International Research

Maindample Community Planning Survey 2011

Outcomes Report

[Link to PDF](#)

Abstract:

This document is the results of a community survey about what Maindample in Victoria, Australia can do to make their small, rural town more family-friendly. The survey results were published in 2011, and contain resident's thoughts about what makes Maindample special, and what can be done to make it even more family friendly.

Attracting And Retaining Young People As An Economic Development Strategy

Illinois Institute for Rural Affairs

Fall 2009

[Link to PDF](#)

Excerpt:

The important message of this report is that rural communities need to refocus their attention on addressing what makes their small towns and rural settings a destination sought after by those individuals relocating in American society. Understanding the location preferences of today's young people will help these communities create the kinds of places that will attract these "people on the move."

Table 2. Comparison: Location Decisionmaking Factors

Michigan Cool Cities Survey (for those wanting to live in a small town or rural area)	Gogebic Range Survey (among college students and young professionals wanting to live in a small town or rural area)
1 Scenic beauty	1 Place to raise family
2 Safe streets	2 Safe streets
3 Affordable	3 Affordable
4 Place to raise family	4 Good schools
5 Good schools	5 Scenic beauty
6 Sense of community	6 Walkable streets
7 Low traffic	7 Low taxes
8 Concern for environment	8 Parks and trails
9 Close to friends/family	9 Four-season climate
10 Walkable streets	10 Close to friends/family

Source: Gogebic Range Survey 2008; Michigan Economic Community Development 2004

Sponge Cities and Small Towns: A New Economic Partnership

Trevor Budge

La Trobe University

2005

[Link to PDF](#)

Excerpt:

From all this material it appears that a number of forces and factors are at work. Growing numbers of people are apparently rejecting metropolitan living for certain locations, areas and lifestyle experiences. Retirees who do not have enough savings to finance their retirement, but do have equity in the metropolitan home, are cashing in on cheaper housing options in regional areas (Salt 2003). People are also 'downshifting' (Hamilton and Mail 2003), choosing a slower pace of life, in some cases this lifestyle shift is equated with a move to a regional area. People are not only attracted to high amenity regions for both recreation and relocation but factors such as perceived levels of crime and safety, congestion, and a desire for space are influencing decisions to leave metropolitan areas (Regional Development Victoria 2005).

A number of studies emphasize that migration to rural areas is based on both the attracting factors in rural life but also factors 'pushing' people out of metropolitan areas. Dahms and McComb (1999:144) identify that there are significant numbers that are "becoming dissatisfied with metropolitan stresses and are increasingly able to fulfil their lifestyle aspirations by moving to attractive amenity destinations where they can also find employment".

Housing affordability in metropolitan areas appears to be a significant influencing factor. The gap between metropolitan and non metropolitan housing costs has become pronounced and is likely to get larger as the entry level into rental or purchased housing in metropolitan areas goes higher. In terms of housing the critical issues for regional areas are the provision of housing options and choice and the shortages of skilled tradesmen to build new houses (Regional Development Victoria 2005).

Pezzin and Wojan (2001:121) observe that in many rural areas a significant trend is the 'fundamental transformation of rural areas from places concerned solely with production to places of consumption'. They find that the dilemma of choosing to live where you work or to work where you wish to live is disappearing. **New technology capabilities and the transformation of work are both contributing to the feasibility of greater numbers of people decoupling their residential and employment choices:** They find that this identification of a new growth dynamic is more dependent on the quality of life than natural resources or production capacity (Pezzin and Wojan 2001:126). Williams and Jobes (1990: 192-193) found that **"urban-rural migration may indicate a new ethic in which occupation and income considerations are regarded as secondary or incidental to quality of life motivations among some persons...[these findings support the] assertion that jobs are facilitators rather than the primary reason for migration".**

Commuting long distances to work is an important influence in rural and regional areas. "There would appear to be increasing separation between the employment profile of towns and cities and the actual workforce of the town or city. The implication is that it is increasingly harder to study the economic structure of a place by simply examining the workforce and occupational characteristic" (Budge 2004). Green, Hogarth and Shackleton (1999:65) noted that some people will opt for long distance commuting

over migration. **“The available evidence suggests that that long distance commuting as a substitute for migration is not merely a temporary phenomenon... although it is a short term measure for some individuals, it is an established way of life for others”.**

The Research Planning Design Group(2004) **report identified that a range of newly emerging factors have been important in explaining the growth and significance of commuting. Four particular observations were;**

- **The corporatisation of many former government services and organisations which have seen employees on contracts with cars**
- **The growing importance of the pursuit of lifestyle opportunities as a basis for household location decisions**
- **The increasing capacity for certain jobs to be undertaken without reference to the need to be at a particular location**
- **The increasing number of households where there are two incomes and where people are working casual, part-time and short term, thereby increasing house and work locations.**

Essentials of Attracting Generation Y

Centre for Rural Affairs

April 2010

Full-text:

Most rural communities are trying to figure out how to attract under-40's folks. These are young families with school-aged children; young farmers and ranchers who will bring new life to our communities. They are business owners and future leaders.

How to do it? Some of the things that attract young folks also attract others: a town that is clean and attractive; available and affordable housing; a great place to raise kids; and a place that makes them feel welcome. Beyond the basics are some other important attractors.

Economic opportunities. This generation tends to be very entrepreneurial, so it is particularly important for communities to support and nurture entrepreneurship. Small business incubators and high-speed internet are very good drawing cards, along with community investment in entrepreneurial activities.

Fairfield, Iowa, is an excellent example. **Monthly entrepreneurial activities are held along with an annual "Idea Bounce" to generate new ideas and businesses. While this type of activity may challenge very small communities, collaborating with other towns to broaden capacity can address the challenge.**

Farms and ranches. Communities should identify those farmers and ranchers interested in transitioning and identify beginners who want to get a start – there are many out there. Make this information available on your website.

Social connections. This generation thinks like entrepreneurs, but relationships and family often come first. They want to connect with others their own age. Garden County, Nebraska, organizes gatherings for young people living within the county and provides occasional evenings of music, good food, good conversation and babysitting. Don't underestimate the importance of a good gathering place.

Good broadband internet capacity. Gen Y needs good Internet access. I've had conversations with some members of this generation who have told me they could not possibly move to a community that did not have good Internet access. It's important.

Advertise and market your town. Reach out to this demographic, and be creative about it. Hartington, Nebraska, has set up an alumni Facebook page; other communities have created websites that draw people in. But don't forget the personal touch. A call or letter allows them to connect on a personal level – something that is also very important to this generation.

Improving Indigenous and Migrant Populations in Rural Communities

New Zealand Research

Whānau Taketake Māori: Recessions And Resilience

Families Commission, September 2010.

<http://www.nzfamilies.org.nz/research/m%C4%81ori-wh%C4%81nau/wh%C4%81nau-taketake-m%C4%81ori>

Abstract:

This report promotes an understanding of the impact that recessions have on Māori that can only be understood in the full context of history, cultural values and practices.

The report uses examples of resilience to demonstrate the value of investing in Māori economic, social and cultural development in order to return the mana of the iwi to the iwi, of the hapū to the hapū, of the whānau to the whānau and the individual to the individual representing the multitudes who have preceded them.

...Certain key factors affect Māori individually and collectively. This report demonstrates that an improvement in any one area, such as employment, will not, on its own, remove or mitigate effects that are intergenerational. The idea that it would reflects an assumption that Māori and non-Māori start on an equal playing field, and that the problem definition is limited to recession.

This report is structured to tell the history of Māori society in relation to changing social, cultural, economic and structural conditions since 1840. From this analysis, themes concerning Māori resilience are drawn out and related to the development of the Treaty partnership.

Whanau: Yesterday, Today, Tomorrow

Families Commission

2011. (Report about to be released)

[Link to Flyer](#)

Announcement:

A new report, soon to be released by the Families Commission, highlights stories of inspirational whānau.

Whānau Yesterday, Today, Tomorrow draws on Māori knowledge, cultural practices and methods to research stories of whānau success. Informed by the integrated nature of Māori knowledge, this paper addresses social, economic, cultural and environmental aspects of whānau development.

The report concentrates on the period often referred to as the time of the Māori renaissance, 1975 to the present. This was a period of significant cultural, social and economic development.

The report includes chapters on:

- explorations of whānau
- a demographic and statistical profile of whānau from 1975 to the present
- research design, methods and issues
- whānau as custodians of culture: the Winitana whānau and the story of Ahorangi Genesis
- whānau as kaitiaki of the environment: the Maranga Waitaha project
- the role and status of Māori language and knowledge in economic transformation: **case studies of Boy, Kia Kaha, Kaitaia Fire and Raukuri**
- Māori women as advocates of whānau development: interviews with Dame Iritana Tawhiwhirangi, Dr Rose Pere, Areta Koopu, Barbara Greer, Moe Milne, Naida Glavich, Dr Katerina Mataira, Dr Paparangi Reid, Mereana Pitman, Dr Khyla Russell and Ngaropi Cameron.

In the concluding chapter the findings of the research are analysed in the context of the changing role of the Families Commission. The question ‘what is Māori about whānau?’ is explored in the socio-political context of Aotearoa’s journey towards nationhood. An analysis of Māori development during the Māori renaissance is presented which identifies critical success factors for whānau development and whānau ora. Matemateone, a profound driver of Māori development, provides the concluding exploration of mātauranga Māori in this report. This concept helps to understand the connection that whānau have with the past, their engagement in the present and the hope created amongst them about the future and planning for it.

Supporting Youth For Work In New Zealand: A Case Study Of The Samoan Experience

Bruce Siuanaia Tasi

A thesis submitted in partial fulfilment of the requirements for the degree of Master of Arts (MA)

2009

Auckland University of Technology, 2009

[Link to PDF](#)

Excerpt:

Pasifika people are a youthful population group. It is important therefore that Pasifika youth have opportunities to live fulfilling and satisfying lives where they can achieve their dreams, support themselves and their families and make valuable contributions to their local communities, their country and global communities now and in the future.

Government and local city councils have become more proactive in developing strategies that will assist young people to be part of an inclusive economy. One of the key areas identified, is the transitioning of low achieving and disengaged school leavers into further education, skills training or employment.

Summary of findings

Community partnerships should be utilised to build local support networks to implement the care and transition of school leavers, to ensure that young people will contribute effectively as citizens of this nation in the future.

This research study reflects on whether Samoan male school leavers have benefited from their participation in transition courses to support them in sustainable work contexts.

Evidence from the findings reveals that these South Auckland youth identify with multiple identities through social-cultural and politically constructed lenses. Their life choices at this stage of their journey are made for different reasons compared to Pakeha youth in Vaughan's (1999) study that concludes that youth go through a period of *milling and churning*. Samoan youth work to support their families and at this stage dream of becoming mechanics, electricians, panel-beaters and policemen.

The participants generally reported positive experiences about the transition courses. They felt more positive about their involvement in transition courses compared to those at secondary school. The participants viewed the learning they experienced during the transition courses as more relevant and purposeful.

The participants all experienced personal growth. They gained confidence and developed reflective strategies that enabled them to continue to focus and meet their learning goals they had set for themselves. The course/courses helped participants to develop greater inner strength and supported them to become more resilient. Team cohesion supported group efficacy.

The positive aspects of course content that engaged the participants were learning experiences such as reflective writing, health and fitness activities, debating and researching their preferred work area. Field trips that enabled them to learn more about industry sectors and also field trips that broadened their life experiences were highly valued by the participants. The negative aspects of the

course content included; completing low level mathematics and literacy activities and at times not having their prior knowledge recognised and their strengths utilised.

The tutors either made a positive difference or impacted negatively on the participants' motivation to learn.

Where tutors were relational in their approach, the participants felt valued, their strengths were recognised and their culture was respected. When the participants received consistent encouragement and a degree of challenge, they were inspired to learn. However during their transition courses they also experienced tutors that they felt did not care for them and did not make learning interesting.

The participants on the whole felt that they had met their course goals. The strategies developed during the courses could be transferred to their work context. **However the participants' current realities reveal that all except one participant, who is currently unemployed, and one participant who works in an office environment all other participants work as low- skilled labourers.**

As already discussed in Chapter Three an international review of literature on effective transition programmes from a number of countries, identified six key factors. These were; a healthy economy, well organised pathways, wide spread opportunities that combined studies with workplace experience, tight knit safety nets for at risk students, good information and guidance and effective institutions and processes (Boyd & McDowall, 2004). In this study on the whole, the youth experienced effective transition courses but when exiting the courses have not yet fulfilled their aspirations and dreams of gaining apprenticeship placements.

The Māori Trustee as Broker: an Opōtiki Kiwifruit Enterprise

Ko Ngā Tumanako o Ngā Tāngata Whai Whenua Māori: Owner Aspirations Regarding the Utilisation of Māori Land

Case Study Research and Implications for Regulatory Review Whaimutu Dewes; Tony Walzl; Doug Martin

Te Puni Kokiri, April 2011

[Link to PDF](#)

Excerpt:

Information was provided by the Māori Trustee in relation to the utilisation of Māori land for the production of kiwifruit. In terms of size it was indicated that the blocks that became involved in this kiwifruit enterprise are not big blocks with the largest one being about 5 hectares. During the initial stages of this project, trustees from a large number of blocks were approached and this resulted in the attendance of trustees from twenty blocks at a meeting to hear about the proposal.

Out of the 20 trusts, five decided to go ahead and explore the option further and a business plan was developed in relation to these blocks. In addition, the initial stages of this project involved a meeting with all the owners and it was indicated that once the business plan was put in front of them and they could see how it was going to work “the owners basically gave a sign off”. It was pointed out that prior to the kiwifruit enterprise these blocks were not producing any revenue for the owners. It was noted that: “the main grower was growing his maize and paying the money directly to the council [for rates], so the landowners were getting zero.”

...So they saw it as an opportunity, not only to get a return but work for the community. I guess that's where we talk about and we say some of our values, tāonga tuku iho, when you talk about that. And it's about holding on to our whenua, I hear that over here and putting together our agreement with the investors that was at the forefront of the owners going forward and our office going forward with it. We weren't going to put the land at risk at any stage...

The five trusts all decided to become part of the partnership. There were two partners one being the investors and the other being the landowners represented by the five trusts. Each of those five trusts set up a board meeting with the investors and a 50/50 partnership was formed:

...the landowners put their land in that was their 50 percent, although the valuation didn't equate to the development cost of the orchard so the landowners then had to put some cash in to make the 50 percent partnership. And so the landowners, every quarter we sit around the table, the Māori landowners have equal say to the investors at meetings as to how the orchards progressed.

In regards to Board of Management meetings it was indicated that two trustees from each of the five blocks would attend and in relation to big decisions these trustees would take the information back to a meeting of their full trustees. There were noted to be some complicated features to deal with in establishing this structure such as heads of agreements, lease documents and other matters. It was indicated that it had been important to take care and get advice through this process:

...you've got to be really careful once you set these up to make sure you have advisors there, you have a legal teams there to cover all the clauses of those agreements because even now we find that there are the odd things that we didn't – we weren't aware of at that time that are starting to slip in, so make 'real sure'.

It was also pointed out that this group had used the knowledge gained through their experience to pass on advice to other owners that were going into agreements in relation to kiwifruit production.

This land remained Māori land which was one of the reasons that the decision was made to go with this enterprise. It was also noted that this did not have to go through the Māori Land Court because within the trust

orders involved with each of those trusts was the ability to lease the land out and so the land was leased to the partnership.

It was noted that this land was now doing extremely well and returning between \$80,000 and \$130,000 a hectare. The trustees in the blocks went from having no money to dealing with hundreds of thousands of dollars. There was a difficulty in regards to how they would manage this. This problem was resolved through employing Te Puni Kōkiri to look at the issue. This resulted in all the trustees being involved in governance training and in up-skilling in investment development.

Maori Agribusiness in New Zealand: A Study of the Maori Freehold Land Resource

Ministry of Agriculture and Fisheries

31 March 2011

[Link to PDF](#)

Abstract:

The Government has set supporting Māori agribusiness as a priority and, as a first step, MAF has prepared this report. The purpose of the report is to understand how the Māori freehold land resource, which is land administered under Te Ture Whenua Māori Lands Act 1993, is currently governed, managed and operated; identify the issues and barriers to better management and performance; provide an indication of current productive and economic performance based on available data.

Te Puawaitanga o Te Kakano: Nurturing the Seeds of Learning Within Rural Māori Women

Faithe Hanrahan, Opotiki Community Activities Office

Good Practice Publication Grants, 2009

[Link to PDF](#)

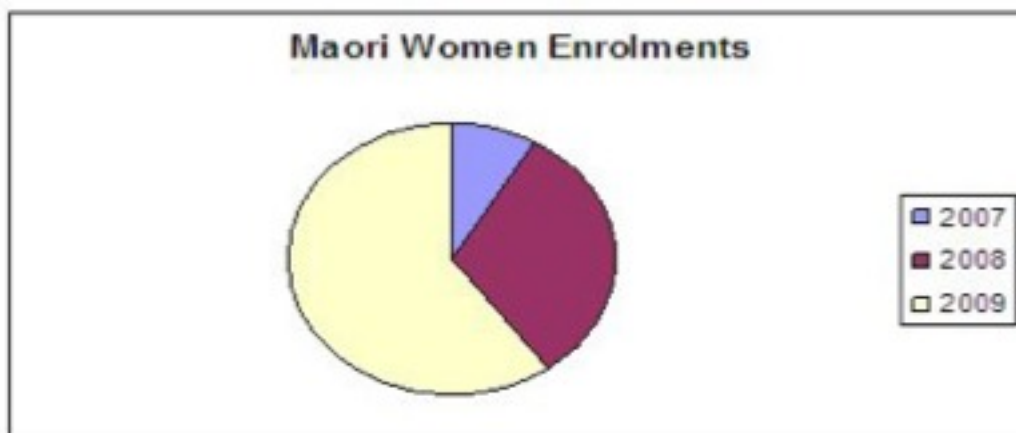
Excerpt

This project sits within the Adult and Community Education (ACE) arena and has been put together by Māori women, for Māori women. It reports on how we as a small rural ACE provider incorporated into our everyday operations a model of participatory management based on Atawhaingia Te Pa Harakeke (Pere, 2002). Designed for use in the early childhood sector, our main reason for adopting it was to **reshape the way we delivered adult community education to Māori, especially to rural Māori women. The model recognises the cultural values, practices and life experiences they have as adults, women and young mothers, and we have found it to be an invaluable pou (marker) in helping us re-engage them with learning.**

How successful have we been?

We believe we have been very successful over the last three years in re-engaging rural Māori women into learning. Our annual reports show:

- Enrolment numbers have quadrupled over three years from five women in 2007 to 28 women in 2009.



Case Study: Maungarongo Marae, Ohakune

A Comparative Study of Two Small & Remote Urban Communities: Implications for Social Policy and Practice (A tale of Two Towns).

J. Rivlin

A thesis submitted to Auckland University of Technology in fulfilment of the requirements for the degree of Master of Philosophy (MPhil).

2010.

[Link to PDF](#)

Totally separate from the skifield and associated developments, the Maori community in Ohakune, based at Maungarongo marae, have been progressing.

The marae there is very strong and they have kept their own and do what they want to do around their own development. They have been very separate from groups like Ohakune 2000 who drive the economic basis of that town... and I guess have needed to as the ski industry has changed that town.

In response to the health and education needs of the iwi, Ngati Rangi has opened at Maungarongo marae the Ngati Rangi Health Centre and a school, Te Kura Kaupapa Maori o Ngati Rangi. There have also been significant developments with research and submissions for land claims at the Waitangi Tribunal and a comprehensive strategic plan to address the wider needs of the iwi. Ngati Rangi started its initial research into its claims against the Crown in the late 1980"s. In the early 1990s, the Ngati Rangi Trust was formed, with support of the Whanganui River Maori Trust Board, to progress claims work in the mountain region. However over time the Ngati Rangi Trust found it had to focus on other areas besides claim work, such as working with the Department of Conservation, local authorities, Genesis Energy, Ruapehu Alpine Lifts and Winstones Pulp Mill. As a result a separate claims committee was formed in 2004 to work on the claims so that the trust could be freed up to carry on other work. Comments were made that over the years members of the Maori community in the area had become increasingly savvy acquiring specialist skills which have been used to assist with the development of the iwi. The intergenerational nature of the treaty claims work carried out was also commented on.

There's been grand parents who started it, because they know the history. Then there's been the next generation who've taken over...who've listened to the previous generation and gone, this isn't right, something has got to be done. And they started writing it all up, doing the research. And now another generation has come along and many of them have research capabilities and things like that and they're getting stuck in. And that's the way it's been done.

“Te Ara ki to Moungaroa”, (our pathway to the Milky Way), is the iwi’s strategic plan for future. It includes strategies to address the areas of health, politics, people, environment, governance, operations, business and education. The plan encompasses 14 marae within the area, Te Kahui Maunga, and a number of organisations have offered help in carrying out the plan, such as Horizons Regional Council, Genesis and Meridian Energy and Winstone Pulp International. With aims to increase Maori participation in all sectors of education, a full employment programme and governance structures to control its own destiny, Ngati Rangi seem focused towards a bright future.¹

...Several participants mentioned that there is also another group of Maori in Ohakune, the Tey Street families, who are not connected with the marae but who demonstrate a certain level of bonding social capital with each other based on the commonality of living in the same area in town.

Maungarongo is so strong. A strong group of people.. and they're deeply family based. The connections are very strong... and I mean in Maoridom.. not just in Ohakune. But there's also that separateness of other Maori from Maungarongo. Like the Tey Street families.. mostly they're not connected to the area. Most of them are from up North They go for the events at the marae but they're not really part of it.... and everybody knows it....and that's quite obvious in Maoridom.

The mana which Maungarongo held was seen to help in the development of relationships with a range of government and business relationships. Some of these relationships are based on iwi consultations required by the Resource Management Act as well as contracts held, such as with the Ministries of Health and Education with the running of the marae-based health centre and school. It's understood a contract with the Ministry of Social Development for the marae's Community Max workers to work on the tracks for the *National Cycleway* is an outcome of a partnership between the Ministry, the iwi and Ruapehu District Council's Mayoral Taskforce for Economic Development. These relationships represent strong linking social capital for the marae. These links were developed often with the assistance of people with relevant skills, such as in policy development and financial and strategic management, who lived elsewhere but affiliated to the marae through tribal connections. These skills were also being put to use in the development of the marae's strategic plan and negotiations with the Waitangi Tribunal.

Some concern was mentioned about possible resentment from other Maori in the area caused by the dominance of the Ngati Rangi iwi, and hope was expressed that the skills and success would be shared.

Ngati Rangi have memorandums of understanding with people like Mighty River Power, Genesis, Ministry of Education, Social Welfare, Horizons...RDC. They've formed these partnerships. And they've got highly skilled people driving it and then you've also got the families who are the keepers of the culture so to speak. They are pulling together their talent and driving their people forward. The only worry I have, is they will outstrip other iwi and there will be this jealousy thing. So I'm hoping they will offer their services to Raetihi and Ngati Uenuku.

That release of Ngati Rangi's strategic view in Ohakune to me is almost a turning point.. where they are looking ahead for quite a number of years.. and they are looking to embrace the whole community .. not just Maori.

Raetihi

Also in contrast to Ohakune, the Maori community has several tribal divisions, causing difficulties when iwi consultations and representations were called for.

They talk about how there is no Maori representative on the board of trustees.. because there's something like 33 iwi and hapu. No one person who could represent everybody.. whereas in Ohakune they adopt Maungarongo as their representative. And they're so strong within themselves. And anyone else.. well you're either in or you're out.

It's suggested that the main impact of these divisions relates to linking social capital and to some degree bridging with the wider community. The strength of close family ties, was seen to demonstrate strong bonding social capital within the Maori community in Raetihi. There was a coming together of different iwi and hapu on at certain times to achieve shared goals. Such times include the contract with the Ministry of Social Development to deliver *Te Puke Marae's Ngati Uenuku Whanau Development Project*; the welcome of the foreshore and seabed hikoi onto

Te Puke Marae; and the annual Ruapehu schools Maori culture festival at Raetihi Primary School. Another significant event that, depending on the perspective taken, develops either bonding within the Maori community in the whole area or bridging between the different hapu and iwi, is *Tira Hoe Waka*. This annual event involves a

16 day trip on the Whanganui River staying at different marae for all Maori who affiliate with the river. This includes most Maori in the area including those from Ohakune's Ngati Rangī. This event provides an opportunity for the strengthening of cultural bonds as kaumatua share stories of tupuna and teach local tikanga.

Mention was made that one of the hapu groups, which didn't have strong connections to the other groups, had approached Ruapehu District Council for help with setting up a facility for youth in the area. One of the issues in providing support to the group was that they didn't have a legally recognised umbrella trust structure. In this case, the need for an established legal administrative body and the requirement for accountability processes were identified as factors affecting access to linking social capital.

It was observed that there wasn't a lot of bridging social capital being demonstrated between Maori and Pakeha within associational life in Raetihi. Groups such as *Chills Off*, the theatre trust and drama group, and *Raetihi Promotions* were predominantly Pakeha. Some concern was expressed that Ruapehu District Council had seemed to nominate *Raetihi Promotions* as the town's main lobby group when it didn't in fact represent the majority of the population. Maori who had previously tried to get involved with the group reported experiencing difficulties in being heard. It was felt that procedural conventions were used as a method to exclude their opinions. For example a suggestion raised verbally was required to be put in writing, which was then declined.

Like meeting a brick wall.. that any of your ideas... because that's why you're there... to give some input on your own way of seeing things...are never brought on board , stonewalled really.

The perception of racist or "redneck" attitudes was mentioned a number of times to explain the reluctance of Maori to get involved with groups involving the wider community.

Maori associational life, similar to the Maori community in Ohakune, tended rather to focus on groups related to cultural activities and support for the whanau, such as Treaty claims work, iwi developments, Maori performing arts, work relating to consultation and Maori protocol, marae committees, tangihanga, cultural events and the Maori Wardens Association. Other associations revolved around sports activities and ways to directly support low income families, such as the volunteer- run opportunity shop and the Breakfast Club at the primary school.

Some felt that Maori had been busy with their focus on the Treaty claims process and that this had affected their availability to be involved with more bridging activities. The pending outcomes of the Treaty claims were thought by several participants to have a significant effect on the Maori community in the area.

The treaty stuff and the amount of work and resources.. some people have worked over 35 years on this and it's taken all their time. They didn't engage in the community in any way. They didn't have time .. and that's a fact.

I think it's a tender time with the Treaty claims settlements. Everyone is in a state of limbo and not saying much. It's common knowledge that that iwi will get some money but nobody knows what the outcome will be. People are just waiting to see what happens. And I think when the payouts happen the next generation will really be the ones who benefit and I don't necessarily mean financially. I think the previous generations have carried the burden of the Treaty not being honoured. Once things are settled, the acknowledgement ... the feeling of being vindicated... will raise the mana and the self esteem of the youth.

Community-led Development in Wairoa

An account of the 2009-10 Wairoa Social Development Project

Terrence M Loomis

6 May 2011

[Link to PDF](#)

Excerpt:

...The Wairoa Social Development Project arose from community concerns about gang violence, drug and alcohol abuse, educational underachievement and unemployment. Various government and community programmes that had been established to address these issues, with mixed success. Some appeared to be achieving results but were not sustainably funded. Programmes came and went. There was lack of coordination among government and non-profit funders, resulting in duplication and competition among community groups. The District Council and Kahungunu Executive faced one another like sumo wrestlers, claiming a mandate to facilitate social development efforts. The general feeling seemed to be that a community-wide vision and strategy for social development was needed to improve cooperation, target funding, and achieve better outcomes.

...Epilogue

Although the project has been wound up, the District Council and community groups have built on it to continue improving cooperation and launching new initiatives to address local issues. The occasional outbreak of gang violence, concerns over at-risk youth and families, and the struggling local economy have motivated people who care about their community to keep trying.

The WSD project certainly assisted these efforts. In July 2010 for example Mayor Les Probert and MP Chris Tremain invited a number of community representatives to form a working group to develop a "Community Strategy" with particular focus on youth education and employment. They picked up on the idea from the WSD project of developing an inventory of discretionary funding (around \$2 million in 2009) and services committed to Wairoa and finding ways to improve coordination and targeting of these resources to achieve better results for the community's young people. Their enquires confirmed interviews at the beginning of the WSD project that there was no overall strategy and lack of coordination among Ministries (e.g. funding) and community groups.

The working group first met in mid-September 2010. There was support for developing an agreed strategy and coordinated approach, though not by the public submissions process. Instead, it was suggested the group draft a strategy after consulting youth and youth sector workers. This would then be circulated for comment within the community and among government ministries, before being finalised. In the meantime the Mayor and MP Tremain agreed to meet with regional managers and canvass their willingness to be involved and in principle review how their discretionary funding was targeted. This proved the sticking point in the end. As much as government agencies talk these days about working 'across silos,' they're essentially stuck in them at least where local communities are concerned. Not surprisingly, Tremain reported back to the Wairoa working group in a letter in November 2010 that:

"The reality is that many arms of Government initiate their own strategies to effect youth employment and [are expected] to report on these outcomes. Ministers of Government are held to these [departmental] outcomes and as a result there is *not a lot of flexibility at the community level* [sic]. Feedback from Ministers was that a Wairoa-only strategy under current Government initiatives would be difficult."

The good news was that the Ministers of MSD and Health were considering adopting a new approach along the lines advocated by the Wairoa working group. In February 2011 a hint was

42provided about the 'approach' when the government working group on welfare reform reported back. They recommended Government adopt a coordinated investment approach whereby Ministries would use resources more effectively around agreed local outcomes to achieve better results.¹⁸

In late March, a newly-appointed Hawke's Bay/East Coast Community Response Model (CRM) panel met with Wairoa community groups and organisations to explain the new model. CRM regional panels were established to consider applications to a Community Response Fund and make recommendations to the Minister for Social Development and Employment on a medium-term plan for improving support for families in the region. The aim is to encourage new community-based solutions rather than business as usual. It is to be hoped the regional panel will take account of previous community strategising efforts like the WSD project in seeking to improve government's investments in regional social development.

A Meta-Analysis of Community Action Projects

Alison Greenaway, Dr Sharon Milne, Wendy Henwood, Lanuola Asiasiga, and Karen Witten

Centre for Social and Health Outcomes Research and Evaluation & Te Röpü Whärüki Massey University, PO Box 6137 Wellesley St, Auckland

Revised February 2004

[Volume 1](#)

[Volume 2](#)

Abstract:

These Volumes present an array of community development schemes, many specifically targeted at rural Maori such as the Waitomo Papakainga Development Society, Rough Cut Youth Development Project, and He Rangihou New Day Project.

International Research

A Capacity Building Strategy for Rural-Remote and Indigenous Local Government

Australian Centre of Excellence for Local Government

March 2011

[Link to PDF](#)

Excerpt:

This paper presents a strategy for the next phase of the Rural-Remote and Indigenous Local Government Program of the Australian Centre of Excellence for Local Government (ACELG). The strategy is the culmination of an extensive research and consultation process. **Its aim is to identify key steps in building the capacity of small rural-remote and Indigenous councils across Australia – and especially in the north – to deliver adequate and appropriate local government services to their communities.**

The paper has four elements:

- First, it outlines the purpose of the Rural-Remote and Indigenous Local Government Program and provides an overview of the background work completed to date to support the development of this strategy.
- Second, it identifies the strategic priorities that emerged from this background work and the guiding principles that have shaped the strategy.
- Third, for each of the strategic priorities it gives an overview of relevant background information drawn from scoping studies and gaps in which ACELG could play a role, followed by a tabular summary of the key issues, outcome sought, and a proposed action plan.
- Fourth, it presents an overview of how the strategy can be implemented.

Ngarda Civil and Mining

<http://www.ngarda.com.au/About+Us/default.aspx>

Fulltext

Ngarda Civil and Mining was established in 2000 as a small contractor in the Pilbara, with one landscaping project and six people. The business was small but the vision was big.

Ngarda's turnover has since grown to more than \$150 million a year and with numerous projects, blue-chip clients and more than 300 employees, we have work in hand valued at more than \$300 million. We also own and maintain a substantial civil and mining fleet.

From the outset, Ngarda established a unique company structure that could aspire to a very special vision to improve the lives of Indigenous Australians. This vision – combined with the support of shareholders, clients, staff and local communities – has resulted in Ngarda Civil & Mining becoming the largest Indigenous owned and operated contracting company in Australia.

Ngarda retains its traditional links through its shareholders including the Pilbara-based community foundation, Ngarda Ngardi Yarndu Foundation and Indigenous Business Australia. Ngarda also benefits from its relationship with Australia's largest contracting company, Leighton Contractors. This creates great synergies for Ngarda's own operations.

Work, not welfare, is the answer

A decade ago, Aboriginal people living on the outskirts of Pilbara towns earned \$10,000 a year on work-for-the-dole programs.

Today more than 2000 Pilbara Aboriginals earn on average \$100,000 a year working in the resources sector and with indigenous contracting companies.

One of these is Ngarda Civil and Mining, based at BHP Billiton's Yarrlie iron ore mine, which was set up in 2000 when a small group of Aboriginal workers with six lawn mowers and some whipper snippers won a landscaping contract.

Today it is one of the biggest indigenous-owned and operated mining contractors in Australia.

Its former head, Barry Taylor, now a mining consultant, is a harsh critic of government programs. "You could plaster a St Georges Terrace high-rise building with all the reports about fixing Aboriginal problems," he said.

Mr Taylor believes Aboriginals need to move from a "passive welfare arrangement" to establishing their own economic prosperity.

"A decade ago you could count on one hand the number of Aboriginals who worked on mines," he said. "Now there are over 5000 Aboriginal people on mines in the Pilbara." He said the sooner Aboriginals stopped relying on Governments the better off they would be.

Critic: Barry Taylor says people need to control their own destiny. Picture: Ben Cobbs

Marketing Small Communities

International

Using Social Media to Attract People To Your Rural Community

Mike Knutson

ReImagine Rural

21 May 2010

Fulltext:

Last summer, I met an individual who had moved from California to rural South Dakota. She was charged with setting up an office in the region for her employer, but the field of potential communities to locate was pretty open.

So, how did she choose? Part of the answer rested with a blog she discovered; she felt the blog helped her connect with people of similar interests and values in one community without having to move there first. But it also provided a more authentic view of the community than possible through a traditional community-based website. This isn't a knock on traditional community-based websites. It simply acknowledges that even at their best, websites only tell part of the story. And they don't usually help you meet people.

Is this an isolated incident or does it happens more often than we think? I don't have research to validate an answer, but I believe the latter is more accurate. So until I find that research, I'd offer the following abbreviated list of reasons why I believe communities should include social media in their people attraction strategies.

1) Markets are conversations. I like to think of people attraction strategies as a new form of community marketing. But it's marketing none-the-less. To be successful, we need to pay attention to marketing principles. For several years now, I've been a huge fan of the [Cluetrain Manifesto](#), which advocates that "markets are conversations." In a nutshell this concept rests on history: markets developed as places where people came together to exchange products and ideas. Conversations (not advertising) preceded every market transaction.

For a brief time in human history, markets moved away from conversations towards one-way communications highlighted by advertising. The authors of the Cluetrain Manifesto, however, argue that the Internet facilitates virtual markets where open conversations about products emerge.

If this is true, as I believe it is, then we need to base our people attraction efforts on building open conversations about our communities. The use of Social Media is a perfect way to make this happen.

2) People look to the Internet when considering community, but they generally don't trust traditional community based websites as much as their information from their peers.

First, we know from research conducted by the [Center for Applied Rural Innovation](#) at the **University of Nebraska** that people are using the Internet as a key source of information before moving to a community. (source: Rebecca Vogt, <http://cari.unl.edu/buffalo/documents/Vogt%20Narjes%20Hancock%20NACDEP%2...> ">"**Engaging your Community to Attract and Retain New Residents**, 18) This research echoes research conducted by the Segmentation Company on how college-educated young adults find information about cities. (source: Segmentation Company, ["Attracting College-Educated, Young Adults to Cities,"](#) slide # 9)

Second, we know that people increasingly distrust advertisers and are turning to peer reviews. (One source suggests only 14% of people trust advertisements, while 78% trust peer recommendations - source:

Socialnomics, "[Social Media Revolution](#)").

Maybe it's a leap to say that people don't *trust* information on traditional community based websites. But I think it's fair to say that community websites would be more effective if people perceived them less as an advertisement and more as a conversation. Social media is a step in that direction.

3) Online Social Networks help build face-to-face community. Until a couple years ago, I thought of Facebook and MySpace users as geeks who wasted time on the computer. In my mind, spending time on a social network came at the expense of face-to-face interaction.

As I migrated into the world of social media, I began to rethink this assumption. But it wasn't until I read [Connected: The Surprising Power of Social Networks and How They Shape Our Lives](#) that my attitude completely flipped.

In the book, the authors cite research conducted in a Toronto suburb in which some residents were given access to high speed internet and early social networking tools while other residents were not. Among its findings, the study concluded that people with access and tools were more likely to: (1) know fellow residents by name and talk to them more; (2) visit their neighbor's homes more often; and (3) stay connected to individuals who had moved away from the community.

There's a lot to think about in the study's findings, but one of my take-aways is that people attraction isn't just about getting people to move to your community. It's also about helping them stay connected while they are a part of the community. And should someone move away, the opportunity for them to stay connected and to be an advocate for the community is strengthened through social networking tools.

How To Create an Engaged Tourism Social Media Community

ReImagine Rural

May 16 2011

<http://reimaginerural.com/how-to-create-an-engaged-tourism-social-media-community-2/>

[See also http://www.rurallearningcenter.org/](http://www.rurallearningcenter.org/)

Introduction:

Tourism will be ramping up in the Upper Midwest soon, and the question emerges, “Has your community created an vibrant online community as a part of your marketing plan?” A few weeks ago, I discovered the Explore the Bruce Facebook page. The page was filled with conversations from residents, visitors, and business leaders in Bruce County, Ontario. It’s easy to create a Facebook Page and post a few links to what’s going on in your region. But it take something more to build the type of engagement that produces results. With that in mind, I invited Gem Webb, who heads up content creation for the Bruce County Tourism, to write a guest post explaining what they have done to build this interaction.

Bold Ideas and Action Pave Opportunity Highway

Centre For Rural Affairs

October 2010

<http://www.cfra.org/newsletter/2010/10/bold-ideas-action-pave-opportunity-highway>

Fulltext:

Hoffman, Minnesota, population 672, is a community that sees obstacles as opportunities. That's because of Muriel Krusemark's work for the Hoffman Economic Development Authority. In three short years, remarkable things have happened.

Muriel, a small business owner for most of her life, left Hoffman in the early 1990s. She retired and moved back and was devastated by the loss of main street businesses, the high school, and a worsening decline in population. She began working part-time on economic development in 2007.

Since then Muriel has accomplished some amazing things in Hoffman:

- Helped a local entrepreneur open a small business incubator with 26 businesses on main street.
- Renovated the baseball field and built a BMX park "so the kids have things to do."
- Put new playground equipment in the park.
- Started a weekly Farmers Market with over 20 vendors, 200 people, music and food, and one important rule. "Drink concessions go to the kids so they can make a little money too."
- Helped open a main street Health Mall with a podiatrist, chiropractor, massage therapist and an audiologist. They are now recruiting a mental health specialist.
- Filled six main street storefronts with small businesses as varied as dog grooming, appliance sales and repairs, a full-fledged hardware store and Motel One, a building with one sleeping space and plans for a bunkhouse for families with kids.
- Welcomed 16 new families to Hoffman.

How has Muriel accomplished all this in three short years? **Her first step was a community survey asking all the residents what they needed.** That was the impetus behind the small business incubator, Health Mall and Motel One. The Center for Small Towns at the University of Minnesota, Morris, provided an intern, and the Horizons Program provided assistance.

When she discovered retirees were leaving town because covenants prohibited them from building townhouses, Muriel asked the City Council to change the covenants. They were changed and assessments were alleviated. Lots sold for \$1 each, and over five new townhomes and single dwelling units are now full of retirees and young families. Other new families moved into homes vacated by townhouse owners.

Muriel, the welcome wagon for new residents, isn't shy about finding out what they can contribute to Hoffman. She's brought many new volunteers on board. When she sees a need, it gets filled. The local lake had been a skating rink, but that was no longer the case when she moved back. Local residents fixed up the rink and reopened it, and nobody showed up. Muriel discovered that the kids didn't have and couldn't afford skates. The

Lions Club provided 30 pairs of skates, and a “Day at the Rink” was held with hot chocolate and hot dogs. About 120 children showed up, and they’ve been at the rink every day since.

When we were leaving, I asked Muriel if she experienced any naysayers. Her response was, “Oh sure ... but you’ve just got to rise above it and keep moving.” So far that seems to be working. Leaving town we passed an exit sign for Opportunity Highway, and I realized that highway leads right to Muriel’s front door.

Other Ideas and Resources

Small Town Economic Development: A Strategic Plan For Bayfield, Colorado

November 2009

[Link to PDF](#)

Abstract:

From a location theory perspective, it is clear that quality of life considerations and natural amenity migration will continue to drive an in-migration of affluent and potentially entrepreneurial residents. But in order to fully break out of Bayfield's relatively truncated circular causation mode of development and into a more positive cumulative causation mode, **natural amenity migration must be further supported with ongoing local investments in high-quality public and business enabling infrastructure, most critically that of robust hi-speed fibre networks. Taking ownership and driving change at the local level is merely "pulling yourself up by your own bootstraps." It is also an expression of an autonomous "development from below" perspective.**

Main Street Revives in “The Most Unlikely Place”

Center For Rural Affairs

September 2009

Fulltext:

Lewellen, Nebraska, a remote community of 250 people in the Nebraska Sandhills, faces the same challenges as other rural communities. But there's something different about this town and all of Garden County, Nebraska. Rather than sitting idly by while their future is determined for them, they are actively shaping it through leadership, inclusion, relationship building and entrepreneurship.

A core group of leaders recognizes that to move the community forward, the effort has to be inclusive. Thus, community involvement is intentional. People come together to learn about ecotourism. They are building a community garden together. They've identified the county's assets. Young adults gather for free babysitting, while food and music helps them to connect and form relationships. People in Lewellen are genuinely friendly, and visitors feel truly welcomed.

Main Street Lewellen is experiencing a revival through entrepreneurship. A few years back Ellen and Bruce Burdick, local grape growers, opened 17 Ranch Winery on Main Street. This couple offers a monthly “Music in the Winery,” which brings people together to enjoy wine tasting, cheese and regional musical talent. A Bluewater Blues Festival held each Labor Day draws folks from Denver and beyond for good music, food and wine tasting (check out [www.bluewater fest.com](http://www.bluewaterfest.com)).

The Millers, a family of artists, entrepreneurs, and community leaders, remodeled an old downtown building into an inviting coffee shop/art gallery called “The Most Unlikely Place” (the MUP). Even though it's only been open for a few months, it's already creating opportunities for other entrepreneurs from caterers to artists.

Local musicians play ever-present instruments, a staple at the MUP, and travelers access Wi-Fi while enjoying a latte or viewing incredible pieces of art. But it too is doing more. At the MUP, people sit and talk, getting to know each other and, not incidentally, visiting about Lewellen's future. The value of that cannot be minimized – it gives a visual image of the transformation that can take place in a town of 250 people.

Plans and dreams don't stop there. The Millers are thinking about transforming the old hotel next door into a B&B and have plans to build an off-the-grid greenhouse using a permaculture approach. It will provide locally grown food to the community and beyond.

On paper, Lewellen would seem to have little opportunity for development, but they are proving that assumption wrong. I have little doubt that in a few years Lewellen will be thriving, and the “Grow Garden County” effort will be successful.

Other Research Related to Small Rural Communities

A Comparative Study of Two Small and Remote Urban Communities

Implications for Social Policy and Practice: (A Tale of Two Towns)

Judith Rivlin MPhil

2010

A thesis submitted to Auckland University of Technology in fulfilment of the requirements for the degree of Master of Philosophy (MPhil).

[Link to PDF](#)

Abstract:

Defined as resource communities and independent urban centres, Raetihi and Ohakune are two small and remote towns on the North Island of New Zealand's Central Plateau. They have similar sized populations and are set approximately 12 kilometres apart, yet present as totally different communities. Raetihi is a declining farming service centre, with a majority Maori population and the statistics of a town facing relative disadvantage. In contrast, Ohakune is a bustling tourist town of predominantly Europeans, with a statistical profile that indicates relative prosperity. However, this is only a part of the picture...

...Efforts need to be made to support a viable future for these independent urban centres, as they face predictions of a declining and aging population and increasing inequality. Traditionally, efforts that promote equitable development through the redistribution of resources and power are built on arguments of social justice. However, a contribution of theories of social capital and civil society is to highlight the need for equality within and between communities, to ensure the capacity, strength and efficiency of the social networks necessary for strong, sustainable, economic development. To maximise a community's economic performance, equitable community development must first be addressed.

Rural Tourism Development In Eastern Hokianga

Alice Eruera

A thesis submitted to the Auckland University of Technology in partial fulfillment of the degree of Masters of Business (Tourism)

2008

[Link to PDF](#)

Abstract:

Rural Tourism is increasingly being used as a development strategy to improve the social and economic well being of rural areas. Rural Tourism encompasses a huge range of activities, natural or manmade attractions, amenities and facilities, transportation, marketing and information systems (Sharpley & Sharpley, 1997). Rural tourism is very diverse and fragmented in terms of operational structures, activities, markets and operating environments (Roberts & Hall, 2001, citing Pearce, 1989). **Benefits of rural tourism have been expressed as employment growth and broadening a region's economic base, repopulation, social improvement, and revitalization of local craft** (Sharpley, 2000).

Governments can play active roles in tourism. In short the literature suggests rural tourism development policy approaches require: regeneration/revitalization, horizontal and vertical integration, interdependence, stewardship/sustainability, mediation, cataclysm, service and welfare provisions, spatiality ñ awareness, intra and inter regional complementaries, opportunism, realism and quality (Roberts & Hall, 2001). Murphy (1985) proposed a community approach to tourism development which included formation of businesses networks, and the sharing of resources and information.

For rural tourism to be successful, collaboration needs to exist amongst entrepreneurs (Wilson et al., 2001). Useful integrated approaches to rural studies include acknowledging the importance of locally controlled agendas to reach centralization, awareness of the benefits for shared ideas and funding developments, and creating appropriate tourism plans for rural areas (MacDonald & Jolliffe, 2003). There are numerous challenges when attempting rural tourism development: the total product package must be sufficient; significant investment may be required; there is the adaption to a service role; the quality of products and services and the availability of skills and resources for effective marketing (Sharpley, 2000). Tourism development requires attractions, promotion, infrastructure and services and hospitality (Wilson et al., 2001, citing Gunn, 1988).

The remote Eastern Hokianga area is situated in the Far North (Northland) region of New Zealand. The area has a low population and is sparsely populated presenting an ideal place to relax with an unhurried atmosphere, flourishing fauna and flora, rich in New Zealand history and culture.

This is an economically depressed area that is situated in the centre of Northland's three key tourism icons - The Bay of Islands, the Waipoua Forest, and the top of the North Island. The location of the Eastern Hokianga presents an opportunity to create a tourism destination that will attract travelers frequenting the key tourism icons. To date there has been no research on rural tourism development conducted in the Eastern Hokianga. Although comprehensive research was conducted previously in the Hokianga by the James Henare Maori Research Centre (1999) it was concentrated specifically to the iMaori culture. **This research aims to examine and identify the key challenges of rural tourism development for the Eastern Hokianga through an analysis of rural tourism development approaches, and identifying the social and economic impacts of tourism.**

Key findings show that the Eastern Hokianga is an undeveloped area and does not fit with the majority of the rural tourism definitions as described in the literature. The area is displaying positive impacts of rural tourism development. The negative impacts are minimal as the Eastern Hokianga is still in the initial development stage of rural tourism. There are many integrated approaches to rural tourism development currently. A strategic approach is occurring with a tourism policy and community involvement in decision making. There is an integration approach with one RTO actively involved in the communities' tourism association with the local businesses. Two key clustering approaches are being utilized – the Twin Coast Discovery Route and total product packaging. Regeneration is not occurring but was not an issue raised by the community, whereas a financing approach was an identified challenge by Eastern Hokianga businesses. The need to improve accessibility through infrastructure was the second key challenge to rural tourism development. The area was not restricted by the other challenges of governments role, education / experience and marketing.

Small Town Renewal: Overview and Case Studies

A report for the Rural Industries Research and Development Corporation

Peter Kenyon and Alan Black (editors) in conjunction with Jim Cavaye, John Duff, Michael O'Meara and Peter Palmer

June 2001

[Link to PDF](#)

Small town Australia is certainly at a crossroads. Many small inland and remote rural communities continue to haemorrhage in terms of population and business loss. This decline is not new, but has intensified over the last two decades. Mean age continues to rise, while the 15-24 age group contracts dramatically. Such a situation is not uniquely Australian. Similarities can be seen in the rural communities of midwest USA, New Zealand and South Africa.

...There is a growing number of rural communities, both within Australia and internationally, that have recognised the long term effects of population and service decline, and despite the above issues and pressures have opted not to merely cope with a declining quality of life, but to adapt, embrace change and begin to prosper. They have begun to build resilient¹ characteristics and to plan and implement a range of rural survival and revival strategies. This has resulted in positive outcomes for residents in terms of quality of life and economic opportunities.

These positive outcomes include:

- stabilising, and in many cases increasing, the size of population;
- retaining and attracting young men and women;
- diversifying the economic and employment base of the community;
- maintaining an adequate range of services and quality of life for residents;
- increasing the levels of civic participation and community pride by residents; and
- preserving what is special about the community.

Creative Rural Communities

Proposal for a Rural Cultural Strategy: Part 1 (Part 2 due in 2011).

Rural Cultural Forum

[Link to PDF](#)

Abstract:

The main purpose of the Part 1 Report is to stimulate and inform wider public debate around the proposal for a national rural cultural strategy. In this context it presents in basic outline what some elements of a possible future rural cultural strategy might look like, and how they might be implemented in practical terms. Its second function, is to provide the basis for further discussions between the RCF and the lead statutory agencies (DCMS, DEFRA, Arts Council England and the Commission for Rural Communities, etc.) about the feasibility of such a rural cultural strategy, and to enable other interested stakeholders and support organizations (e.g. rural community, professional arts, heritage, design, farming, tourism, academic, health, scientific, environmental) to also participate and have an input in these discussions.

Selection of Websites

NAME	URL
Small Towns For Tomorrow	http://www.smalltownsfortomorrow.org/
The Asset-Based Community Development Institute	http://www.abcdinstitute.org/about/
Action for Market Towns	www.towns.org.uk
Centre for Rural Affairs (Rural Community Revitalisation Digest)	http://www.cfra.org/rural-community-revitalization-digest
Centre for Remote and Rural Studies	http://www.crrs.uhi.ac.uk/
Community of Rural Researchers, Charles Sturt University	http://www.csu.edu.au/research/ilws/research/crsr.htm