

8.0 Process Stages

8.1 Analysis of Existing Documents

The council project team acknowledged that the regional and district councils and other organisations had already undertaken documented work towards ascertaining the views of their communities on desired regional community outcomes and identification of indicators, to varying degrees, prior to the commencement of this work. The four councils believed that existing statements of regional community outcomes and indicators would be useful to inform the process of identifying regional community outcomes under the LGA. The aim of this research was not to replace this work that had been done to date, but was to build on this work and to provide a 'check' for any new gaps and update if necessary.

An analysis of that existing work was therefore undertaken in an attempt to avoid duplication with later stages of the process and to acknowledge the value of that information. As a result of their analysis, ACNielsen identified a total of 9 broad outcome areas across the councils, as follows:

- Economic well-being
- Education, knowledge and skills
- Safety
- Health
- Culture
- Community cohesion (including the special relationship with Tangata Whenua)
- Northland identity and regional relationships
- Natural environment/sustainability
- Built environment/ transport/ infrastructure

These 9 outcome areas were then used to guide the structure of the focus groups, stakeholder meetings, wananga and phone survey. A summary of the analysis of existing information is set out in the ACNielsen report: "*Process to Identify Regional community outcomes - Analysis of Existing Documents*" June 2005.

8.2 Focus Group Meetings

Focus group meetings were considered to be a useful contribution to the process as they gave those Northland residents, whose voices are not typically heard through the traditional consultation methods of stakeholder meetings and submission processes, an opportunity to provide input on the future of Northland. The qualitative focus group approach allowed exploration of opinions, attitudes and a depth of understanding to what is driving these opinions.

A total of six focus groups were held in July 2005; two in each of the three district council centres and each with a maximum of eight participants. The participants were randomly selected and each group was made up of a representative cross-section of the community based on the population of each district (age, gender and ethnicity).

Process Stages, Continued

A summary of the matters raised and discussed during the focus group meetings is set out in the ACNielsen report: "Process to Identify Regional community outcomes: Focus Groups" July 2005.

Figure 5: Focus group participants were asked to bring an image to the group that represented their ideal Northland. Some of these images are shown below.



8.3 Stakeholder Meetings

The four councils considered that it was important to hold meetings with key stakeholders and interest groups around the region. The direct involvement of key stakeholders in the research and in the ongoing process is important as they are organisations and groups who are most likely to be involved in implementing and achieving the outcomes that have been identified and can potentially provide information for the measurement of progress of the outcomes, ie. indicators. The stakeholder meetings provided a good opportunity for the creation of a platform upon which all Councils could further develop their relationships with key stakeholders and organisations, and that these stakeholders could develop relationships amongst themselves. The meetings were facilitated by the ACNielsen appointed contractor Laurie Porima.

The following stakeholder meetings were held in August 2005 with the:

- Kaipara Regional community outcomes Steering Group
- Iwi Mayoral Forum
- Whangarei Community Organisations

Process Stages, Continued

- Northland Intersectorial Forum and other regional organisations
- Elected Council representatives from the three district councils and the Regional Council

A summary of the matters raised and discussed at the five stakeholder meetings is set out in the ACNielsen report: *“Process to Identify Regional community outcomes: Stakeholder and Wananga Summaries”* September 2005.

8.4 Wananga

The Whangarei District Council held one Wananga with invited participants on 18 August 2005. The aim of the Wananga was to gather feedback from Māori residents of the Whangarei area. The meeting was facilitated by the ACNielsen appointed contractor Laurie Porima.

A summary of the matters raised and discussed at the Wananga is set out in the ACNielsen report: *“Process to Identify Regional community outcomes: Stakeholder and Wananga Summaries”* September 2005.

8.5 Focus Groups with Māori Residents

An important part of the overall process was talking specifically with the Māori residents of Tai Tokerau. Te Puni Kokiri offered advice and support to create opportunities for Māori to meaningfully engage and participate in the process, as a result of discussions held between them and the Councils.

Seven focus group hui were held in Pawarenga, Kaitaia, Kaikohe, Waitangi, Ruakaka, Whangarei and Dargaville in August 2005. Each group had a maximum of 12 participants who were selected by Te Puni Kokiri to ensure that the district’s Māori population was represented at each group in terms of gender and age.

A summary of the matters raised and discussed at the seven focus groups is set out in the Te Puni Kokiri report: *“Process to Identify Regional community outcomes: Focus Groups”* August 2005, included as Appendix V.

Process Stages, Continued

8.6 Telephone Survey

A comprehensive two-stage telephone survey was designed and implemented:

Stage 1 – Recruitment of respondents (5 minute interview) and mail out of questionnaire

Stage 2 – Callback interview to gather the respondent's answers (10 minute interview)

The benefits of this approach were:

- Increased quality of information
- More efficient interviews (thus more cost effective)
- Reduction of the non-sampling/ margin of error

Fieldwork took place 10 August to 8 September 2005 and involved interviewing a total of 600 people across the three districts (211 Far North, 132 Kaipara and 257 Whangarei). Respondents were 15 plus years and were randomly selected. Quotas were established to ensure respondents reflected the population of each district in terms of ethnicity, age and gender.

Detailed information on the methodology and the full results of the telephone survey are set out in the ACNielsen report: "*Process to Identify Regional community outcomes: Final Results of the Telephone Survey*" October 2005.

8.7 Final Report on Regional Community Outcomes

The purpose of this report is to detail those regional community outcomes as identified by the Northland community, their relative priority and propose potential indicators or measures of progress.
