

SWOT results combined

Number of Participants: 39

The numbers beside each item indicate the number of people who made this comment (or very similar).

Strengths

Question asked: "What do you consider to be the area's main present advantages or attributes that will ensure it has a bright, secure future?"

Services / Utilities - things provided by central or local government or nature

Natural qualities, water, river	(10)
Proximity to a larger city & its services	(6)
Size of the town (small population)	(4)
Port Motueka & marina	(4)
Connected to a wide rural area that relates to Motueka	(3)
Library, Memorial Hall, public halls	(2)
Aerodrome	(2)
Reasonably safe stopbanks	(1)
Local council service centre	(1)
Fire brigade service	(1)
Adequate medical facilities for most services	(1)
The Friendship hospital	(1)
St Johns Ambulance	(1)
Adequate stormwater and wastewater systems, for now	(1)
Electricity from renewable sources	(1)
Good roads, water and other basics	(1)
Museum building	(1)
Steady development of new housing	(1)
Green space	(1)
Fertility of the land	(1)

Amenities / Community - things resulting from community groups or community spirit

Sense of community, friendly, community spirit	(14)
Tight knit community, many volunteer community groups	(14)
Diverse range of people, skills and cultures in the community	(12)
Good schools (esp High School)	(9)
Walkways, cycling paths	(9)
Small size of population	(9)
A place to grow kids	(5)
The people who come to live here - independent, sociable, community spirit	(5)
Recreation Centre	(4)
Low crime rate and no gang presence, relatively safe	(4)
Murals, public art, kaka beak	(4)

Slow pace of life, lifestyle	(3)
People with artistic abilities	(3)
Saltwater baths	(3)
Parks & Reserves in general	(3)
Sports grounds	(3)
Good for fishing, sea and river	(3)
Arts and crafts base	(2)
Community gardens	(2)
High proportion of people who are environmentally aware and socially conscious	(2)
Decks Reserve	(2)
Thorps Bush	(2)
Maori and Te Awhina Marae	(2)
Mountain bike park	(2)
Semi-rural population base	(2)
Treatment of all cultures and minorities with respect	(2)
A town with its own unique personality	(2)
The town's history	(2)
History of volunteerism	(1)
Community House	(1)
Museum facade	(1)
Neighbourhood spaces	(1)
Good medical facilities	(1)
Hospital and rest homes	(1)
Community cottages	(1)
Retirement homes	(1)
Golf course	(1)
Work of Parklands School and High School on treatment of minorities	(1)
Lots of home-schoolers (and Steiner schools) aware of the need for alternative education	(1)
Growing amount of youth engagement	(1)
High sunshine hours means opportunity for solar power use	(1)
Safe community, well policed	(1)
Churches and their multi-use facilities	(1)
Passionate people	(1)
Skate park	(1)
Old wharf	(1)
Kumaras	(1)
Friendly to strangers	(1)
Keep Motueka Beautiful	(1)
Growing population	(1)
Plenty of free car parking	(1)
Good housing	(1)
Permaculture	(1)

Movie theatres	(1)
Good place to retire to	(1)
Access to a broad spectrum of activities	(1)
Motueka Online	(1)
Aged population has a lot to give and generate jobs in elderly support	(1)
New ideas by recent new arrivals	(1)
Motueka library and its staff	(1)
RSE workers and the diversity and skills they bring	(1)
Opportunity for solitude for big city folk	(1)
Pig/deer hunting	(1)

Economic - things provided or created by business

Horticulture, fishing, forestry & agriculture (primary) industries	(18)
Excellent natural tourist attractions	(11)
Mainly locally owned/operated shops with good variety serving most needs	(10)
Most business and service sectors represented	(8)
Talley's	(6)
Aerodrome	(4)
Port Motueka	(2)
Artisans, vineyards, beer works	(2)
Lots of well-off, cashed up retirees	(2)
Strong tourism industry	(2)
Good range of cafes	(2)
Adventure tourism & recreation	(2)
Great Taste Cycle trail	(2)
The industries that our natural qualities bring	(1)
Lifestyle attractive to new business owners and employees	(1)
Accommodation for tourists	(1)
Flexibility of primary industries to adjust to changing demands	(1)
Size makes it easier to set up niche businesses	(1)
Close enough to Nelson to attract business to town	(1)
Gateway to lots of tourist attractions	(1)
More women are being better educated	(1)
i-Site	(1)

Other

Excellent climate, sunshine - attracts people and businesses	(26)
Location, National parks nearby	(21)
Area of natural beauty, attractive, making it a great place to live	(16)
High quality beaches nearby	(12)
Waterfront town, close to the sea	(6)

Relatively clean environment, lack of polluting industries	(4)
Rich land and climate for growing food & stuff	(4)
Diverse landscape for recreation	(3)
Flat terrain, easy to walk and cycle	(3)
Lots of skills and infrastructure to take advantage of our advantages	(1)
Location makes us less susceptible to bad effects of climate change	(1)
Spiritually nourishing environment	(1)
High building permit numbers indicates growth	(1)
People choosing to retire to Motueka bringing skills and perspective	(1)
Abundant space	(1)
Kaiteriteri Domain Board	(1)
Geography and contour	(1)
Fishing & seafood	(1)
Safe place away from the world's troubles	(1)

SWOT - Weaknesses

Question asked: "Are there things about this area that worry you - things that are poorly developed or poorly planned?"

Services / Utilities - things provided by central or local government or nature

Broadband connections too slow or not enough of them	(5)
Poor public transport links, esp through to Riwaka and Kaiteriteri	(5)
Sewage system approaching limit of its life	(5)
High Street too noisy - need a bypass for trucks	(5)
Footpaths and roads in poor state	(5)
Lack of tertiary education	(4)
Dangerous intersections and pedestrian crossings	(4)
River flood control (stopbanks) a constant background weakness	(3)
Stormwater system will not cope with larger flood/storm events	(2)
Insufficient attention by many people to climate change and sea level rise	(2)
Need a bypass for all non-local traffic	(2)
Poor bus service to Nelson	(2)
Lack of public toilets after hours	(2)
Width of High Street - should be wider	(1)
High Street managed by NZTA rather than TDC, making another level of bureaucracy for change	(1)
Stormwater system leaking into sewerage system during heavy rain events	(1)
State of Motueka bridge	(1)
Roads unsafe for kids cycling to school	(1)
Roading networks	(1)
Businesses having driveways directly onto High Street	(1)

Amenities / Community - things resulting from community groups or community spirit

Lack of a heated indoor swimming pool	(14)
Lack of organised facilities (Rec Centre) for youth in the centre of town	(9)
Thorps Bush underused, untidy and poor behaviours	(6)
No central community core facility or focal point or town centre	(6)
Lack of affordable housing (need cheap land and prefab structures)	(5)
Need a better balance of older and younger people, so not to become mainly a retirement town	(4)
Ageing population	(4)
Inadequate, outdated library	(3)
Too many \community groups competing for attention and resources, leading to silo mentality	(3)
Inequality and poverty levels	(2)
Lack of priority given by TDC to this area, disproportionate to amount raised here	(2)
Too dependent on Nelson / Richmond; we are 'poor relatives'	(2)
Poor drainage at Memorial Park	(2)
Unappealing appearance of High Street shop frontages	(2)
Recreation Centre and Skate Park are too far from centre of town	(2)
CBD bland and with little character	(2)
Competition between community groups for funds and resources	(2)
High Street state highway splitting the town	(1)
Lack of undercover rainy day activities	(1)
Inadequate streetscaping	(1)
Not enough sports grounds floodlit for night games	(1)
Consume too much imported foods, leading to less resilience, vulnerability and health issues	(1)
Junk yards and run-down places in the entrance parts of town	(1)
Hypocrisy	(1)
No focal feature	(1)
Shortage of accommodation for seasonal workers	(1)
Inadequate access to medical services outside of GPs	(1)
Not enough family activities at the Rec Centre	(1)
No indoor entertainment for under 6s	(1)
Health effects from sprays used on horticulture	(1)
Contamination of Tasman Bay seafood	(1)
Too much roadside litter	(1)
Make insufficient use of our natural environment	(1)
No sweat equity being done by the community to develop housing for the poor	(1)
Not adequate connection with arts and music networks	(1)
Freedom camping	(1)
Not enough sports facilities	(1)
Disjointed amenities	(1)
Quiet in the off season (winter)	(1)
No astroturf for hockey	(1)

Narrow focus on sport	(1)
Poor signage	(1)
No youth accommodation (young men)	(1)
No learning education hub for students who don't fit mainstream education	(1)
West side of town not maintained as well as the east (footpaths)	(1)
Not enough rental accommodation	(1)

Economic - things provided or grown by business

Limited employment opportunities, esp for youth	(13)
Too many people working on minimum wage, low hourly rates	(8)
Over-reliance on seasonal workers	(7)
Lack of training opportunities for young people when they leave school	(6)
Shops and some businesses too reliant on summer trade	(4)
Over-reliance on horticulture & seasonal industries	(4)
Lack of employment opportunities, especially full-time	(3)
Don't promote ourselves enough as a town and destination	(3)
Earthquake prone buildings that need strengthening	(3)
Exposure to downturn in tourism with rising fuel costs etc	(2)
Businesses not making good use of technology and internet	(2)
Retail area not diverse enough, old fashioned, inadequate for teens-to-40s	(2)
Port can't handle apples and some other industrial produce, not viable	(2)
Horticulture is static	(2)
Big landowners dictating the way forward	(2)
Few career paths (esp for youth)	(2)
Stifled development in CBD	(1)
Rents too high in CBD	(1)
Rundown buildings and facilities, especially in the CBD	(1)
No major retail chain for furniture and appliances	(1)
Need more local manufacturing based on local produce	(1)
TDC not business friendly enough and too bureaucratic	(1)
Exposure of the horticulture industry to climate change	(1)
Too much reliance on imported food and materials, rather than locally made	(1)
Lack of a government department as an employer	(1)
Too many people on fixed incomes (mainly retired people)	(1)
Lack of business start-ups	(1)
Amenities are not keeping up with the growth in tourism	(1)
Town attracts people reliant on government benefits	(1)
TDC debt situation, concentration on clearing debt rather than improvements	(1)
Businesses (and amenities) need better, easier to read websites	(1)
Weakness in the fishing industry	(1)
Not enough businesses being developed by Maori	(1)
Too many use Nelson/Richmond shops rather than buy local	(1)

Loss of Council support for i-Site	(1)
No year-round tourist attractions	(1)
Retail lacking some diversity	(1)
Not enough local produce/products on High Street	(1)
Marina underutilised and undeveloped	(1)
Slow speed of development	(1)
No specific investment in manufacturing/industry outside of Talley's	(1)
Retail sector is flat	(1)
Lack of diversity in employment	(1)
Lack of industry	(1)
Lack of direct access to international tourism	(1)

Other

Too much traffic and noise on High Street - hard for locals to cross and dangerous	(2)
Our location - lots of tourists skip this area	(2)
Expensive real estate, not enough zoned for affordable housing	(2)
Complacency and resistance to change	(2)
Exposure to pesticides in horticulture	(2)
Not enough younger people taking leadership roles from those past retirement	(1)
Racial/cultural tension	(1)
Extremely car-dependent culture	(1)
General apathy, complaining that "they" should be making things better	(1)
Family and youth issues among lower socioeconomic group	(1)
Town located too remotely for industry	(1)
Disconnected from TDC, and not in charge of our own destiny	(1)
No community buy into the need for change	(1)
Low lying (see also threats)	(1)
Lack of infrastructure in buildings	(1)
Contaminated soils	(1)
Ignorance	(1)
Aging population that have moved here because they like it the way it is	(1)
Councillors' salaries too low to attract decent representation	(1)

SWOT - Opportunities

Question asked: " Do you think there are opportunities that are going begging in the area to make Motueka an even better place for everyone to live, work and enjoy life?"

Services / Utilities - things provided by central or local government or nature

Make more use of solar and other alternative energy sources	(4)
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Make SH60 go onto a bypass, leaving High Street a Council street	(4)
Improve, develop and restyle the High Street CBD area	(4)
Far faster broadband	(4)
Become a poster town for self-sufficient living in things like sewage, drinking water	(2)
Wifi freely available in town	(1)
Tidier car parks	(1)
A better meeting room for council and related public meetings and hearings	(1)
NZTA contract out care of SH60 to TDC for stretch from roundabout to Staples St	(1)
Increase infrastructure (toilets, jetties) in National Parks to take more tourists	(1)
International flights into Nelson	(1)
Public toilets and showering facilities could be charged for to provide income	(1)
Use tar seal on more roads for quieter travelling	(1)
Plant more trees on High Street	(1)

Amenities / Community - things resulting from community groups or community spirit

Develop the Decks Reserve area (or elsewhere) into a community hub / town square	(11)
Build a year-round swimming pool	(9)
Develop Thorps Bush for more community events and safe use	(4)
Expand and encourage more use of the cycle track and bike circuits around town	(4)
Celebrate uniqueness of Motueka through public art and sculptures by local artists	(3)
Develop the Port Motueka and marina area into a tourist attraction	(2)
Create more fruitful engagement and communication with local Maori	(2)
More development of the marae to handle bigger events etc	(2)
Public transport into Nelson and within Motueka	(2)
Develop the High School and SportsPark grounds for a sports hub	(2)
Become an example for inclusiveness of Maori, Pacifica and minority cultures	(2)
Improve roadsides with native planting, as a link to Abel Tasman	(2)
Create genuine local, informed, collective democracy	(2)
A working museum/centre on primary industries	(1)
Build a central youth facility	(1)
Build a multipurpose, vibrant venue space for music, art, dance, performance etc	(1)
Build a modern, 21st-century library	(1)
Develop the wetlands into aquatic parks	(1)
Develop the area from Beach Reserve to Thorps Bush into a sequence of botanic reserves	(1)
Develop the riverside and stopbanks for community use and recreation	(1)
Delegate more powers from TDC to local community board and other organisations like OTM	(1)
Become a place known for attention it gives to poverty and inequality	(1)
Become and "Education City/Town" focusing on democratic education	(1)
Consolidate working community groups to get and share resources more effectively	(1)
Maori and mainstream working more together on common goals and projects	(1)
Use of volunteer labour to build pool and other community facilities	(1)
More venues and events to cater for more people	(1)

Make cosmetic changes to the town in order to make it more attractive for more investment	(1)
Develop St Thomas's Church further into the community	(1)
Make the entrance to Motueka beautiful	(1)
Better use of TDC reserves	(1)
More community gardens	(1)
Develop the new cultural centre at the high school	(1)
Grow the Sunday market	(1)
Host large cultural competitions	(1)
Develop some unique events	(1)
More neighbourhood events	(1)
Attract retirees and people with money	(1)
Opportunity to build higher or westward	(1)
Community fireworks displays	(1)
Central town fountain feature	(1)
Celebrate our seasonal workers	(1)
Make Motueka Online more appealing to youth and more widely known	(1)
Improve museum, make it more interactive	(1)
A licensed facility for youth nightlife	(1)
Become more sustainable re waste and recycling	(1)
Build a community business goals and plan to move it forward	(1)
Develop the estuaries as a place for locals and visitors	(1)
Annual spring & autumn events for community spirit and to bring outsiders in	(1)
Arts Council could use their funds in a more adventurous way	(1)
Make Motueka renowned as an Arts Centre	(1)
Less cars in central High St	(1)
Celebrate our children and youth	(1)
Celebrate our culture	(1)
A unique Motueka festival	(1)
Abel Tasman coast track mountain biking during winter	(1)

Economic - things provided or grown by business

Create added-value businesses to the horticulture and food industries and science	(10)
Promote Motueka as a place to go during winter months (as well as summer)	(8)
Promote Motueka as a tourist destination rather than just a gateway	(8)
Enlarge and expand the trades academies into tertiary training facilities	(7)
Develop a Port Motueka industrial and boat servicing + marina precinct	(7)
Lots of tourism still untapped - not enough hotels, develop more attractions	(6)
More rest homes eg Ryman's and retirement villages and services to operate in Motueka	(5)
Take much better business advantage of the Great Taste cycle trail	(4)
Create a "Motueka" brand and/or catchphrase	(3)
A local industry to create and service affordable houses	(3)
Hold some bigger events to attract tourists, showcase town and build local pride	(3)

Create a project about jobs and mentoring for youth, like the Otorohanga experience	(3)
A tourist experience around a hops/brewery 'experience' garden or wine production	(3)
Te Awhina Marae to help offer more tourism attractions, cultural experiences	(3)
Create support networks and mentors for small home businesses	(3)
Wakatu's Motueka West development	(2)
Diversify land use and particularly horticulture	(2)
Retain young talent through local IT and other innovations	(2)
Build on our strengths of climate, soils, tourist attractions	(2)
Make shop frontages more appealing	(2)
Further develop the aerodrome and businesses there	(2)
Position Motueka as the hops capital of the country with a craft brewery hub	(1)
Set up innovations in sustainable/self-sufficient housing	(1)
Create a business and/or technology start-up/incubator hub	(1)
More shops	(1)
Become a model town for resilience to climate change, energy scarcity and financial unraveling	(1)
Make Motueka a NZ leader in organic, sustainable horticulture	(1)
Target more older, well-off people to visit Motueka and national parks	(1)
Increase the diversity of foods and things we grow to sell	(1)
Make Motueka the Silicon Valley of NZ	(1)
Wakatu freehold more shops on the west side of High Street so retailers can get more creative	(1)
Encourage IT entrepreneurs to create global businesses	(1)
Get all businesses to have a business plan	(1)
Create a major aquatic tourist attraction	(1)
Science initiatives in local industries such as hops and aviation	(1)
An angel investor group of well off retired people to take a punt on young entrepreneurs	(1)
A government employer such as a minimum security prison	(1)
Attract foreign students who pay to stay and go to school	(1)
Add an air museum to the aerodrome	(1)
Attract new businesses into the area	(1)
Use local labour to create affordable homes	(1)
Fish factory tours of Talleys	(1)
More cooperative/collaborative promotion of the town by businesses	(1)
Attract 1 or 2 large key employers to the area	(1)
Allotments for growing food	(1)
Attract international students	(1)
Promote local economies such as time banking and trade & exchange	(1)
Smaller machines for public works to increase labour-intensive activity and jobs	(1)
Develop local tertiary education based on our primary industries	(1)
Promote local businesses by buying local	(1)
Coordinate some of our cottage industries to work together	(1)
Organise local tours	(1)
Combine Our Town Motueka with Tasman Bay Promotions Assoc	(1)

Tourism experiences based on our history	(1)
More training in practical trades for men such as cooking	(1)
Tap into the skills of the people we attract to do business from here	(1)
Use the knowledge and expertise of older people	(1)
Internet to allow working remotely and from home	(1)
High level adventure tourism training	(1)
Promote Kaiteriteri as a South Pacific beach destination	(1)

Other

Encourage more residents to think more positively about the future of the town	(1)
Establish and run a regular series of community forums/meetings on local issues	(1)
Require new houses to harvest their own rainwater, encourage storage tanks in existing homes	(1)
Work toward a more balanced demographic of old and young	(1)
Teach locals and the NZ how to say 'Motueka' correctly	(1)
Look at ways of building to address sea level rise	(1)

SWOT - Threats

Question asked: " Can you identify any risks facing Motueka - things that should be addressed to avoid future problems in and around the town?"

Services / Utilities - things provided by central or local government or nature

Rising sea levels & effects on low lying parts of town	(16)
Global warming, climate change	(10)
Inability of the stormwater system to handle larger rainfall events	(7)
Failure of the stopbanks	(6)
Foreshore erosion	(2)
Sufficient water (esp if we pipe some out of the area)?	(2)
Overwhelming of the sewage system	(2)
Contamination of aquifers made difficult by growth of town	(2)
Scarcity of energy and other resources	(2)
Cost of relocating the sewage system	(1)
Failure of the Motueka River bridge	(1)
Earthquakes and liquefaction	(1)
Low seismic standards of our commercial buildings	(1)
Detrimental effects of too many big trucks on High Street	(1)
Taking our own water south via a pipeline	(1)
Taking our environment too much for granted	(1)
Resource Management Act stifling development	(1)
Overdevelopment of vulnerable landscapes, eg steep country	(1)

Lack of toilet facilities around walkways	(1)
Sandspit shifting	(1)
Not enough being done to be more sustainable	(1)
Getting rid of the trees in High Street	(1)

Amenities / Community - things resulting from community groups or community spirit

High Street traffic getting so busy that residents' health safety is threatened	(3)
Cost of rental accommodation	(2)
Gangs come into town, worsening the already rough youth culture and crime problems	(2)
Freedom campers spoiling our environment	(2)
Not engaging well enough with youth	(2)
People resisting change, doing things the old way, protecting their resources and interests	(2)
Not having TDC involved in spending money on public amenities	(2)
Long term relationship between TDC and town needs to improve	(2)
Too much dependence on TDC, lack of local initiatives	(2)
Negativity of local people about their town and the future	(2)
Council bureaucracy stifling local initiatives	(2)
Too much isolation of people so community social links getting weakened	(1)
Inadequate library for a 21st century community and workforce	(1)
No real community meeting places, leading to less community connectivity	(1)
Competition for money and resources from Richmond and Nelson	(1)
The community leadership and volunteers are ageing and not enough younger ones stepping up	(1)
Maori and pakeha not getting together on common goals and projects	(1)
Drugs and related problems - too much of this in Thorps Bush	(1)
Illegal camping along Motueka river	(1)
Lack of planning to cope with increases in population and tourism	(1)
Council rates are not spent efficiently	(1)
Not having enough for young people to come to	(1)
Too much benefit/WINZ dependency	(1)
Too many Asian immigrants who do not respect our food culture	(1)
Nelson steals our youth because they have the facilities	(1)
No younger generation leadership or grooming for leadership in business and community	(1)

Economic - things provided or grown by business

Too much dependence on primary industries & tourism	(5)
New imported (or any) bugs that may kill crops and agriculture	(4)
Not catering sufficiently for youth and jobs for them	(4)
Online shopping removing business from our shops	(4)
Lack of diversity and opportunity in sectors that are threatened by climate change etc	(3)
Talley's leave town	(3)
Tourism reduction due to fuel costs or global recession	(3)
Unraveling/failure of the global financial systems	(3)

Too much emphasis on the town becoming a retirement or ageing population	(2)
Residents not supporting local businesses, going to Nelson/Richmond instead	(2)
Too much dependence on seasonal workers from outside	(2)
Damage to the land from sprays etc	(2)
Local shops closing down	(1)
Leasing costs too high for CBD businesses	(1)
Local retailing becoming dependent on tourism	(1)
Low-wage economy based on low paid labouring jobs	(1)
Not enough promoting of ourselves as a town	(1)
Services and shops in Richmond drawing too many Motueka people for customers	(1)
Refusal by retail businesses to adapt to technology and changing business environment	(1)
Retention of talent	(1)
Getting young people to move back here after their training	(1)
Maori and pakeha not getting together on common business goals	(1)
High rents in the town centre - a few main lessors charging high rentals	(1)
People moving here but no jobs for them	(1)
Economic growth doesn't match the physical growth	(1)
Too many shops closed during winter	(1)
The wrong type of development may badly change our lifestyle	(1)
Lack of employment opportunities	(1)
Not keeping up with IT advances	(1)
Motueka won't be a place of destination in a way that Takaka has become	(1)
Iwi land and leases	(1)
Ageing infrastructure and buildings	(1)
Overuse of fertile arable land for housing	(1)
Other	
Ageing population, sleepy hollow	(7)
Too much complacency & ignorance among residents about our future, stagnation	(5)
Lack of vision, too many knockers	(2)
Spill from a failure in deep sea oil drilling in the top of the south	(1)
People focusing on 'wants', not 'needs'	(1)
Older population lobbying for things to stay the same	(1)