

## Summary of results from Motueka 2030 SWOT interviews

The number of people interviewed was 38. Most interviews lasted between 30 and 45 minutes.

Overall impression: Some people had broad interests, others had specific areas of interest or concern (eg, business or environmental, youth or tourism). Some provided more than 10 or even 15 comments in each area, others just one or two (or even none). Interviewers generally tried to avoid any prompting, although when a subject went blank it helped to make a couple of suggestions to get them going. Apart from this, subjects began the sessions with a "blank mind", although most had done their questionnaires first so they should have been ready.

### **Strengths:**

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

The highest scoring strengths (that is, those mentioned most often) were related to our location and natural environment:

Excellent climate, sunshine - attracts people and businesses	(26 people)
Location, National parks nearby	(21)
Area of natural beauty, attractive, making it a great place to live	(16)
High quality beaches nearby	(12)
Natural qualities, water, river	(10)
Rich land and climate for growing food & stuff	(4)

The next highest listed strengths related to the people and the community itself:

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)
The people who come to live here - independent, sociable, community spirit	(5)
A place to grow kids	(5)
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)
High proportion of people who are environmentally aware and socially conscious	(2)
Treatment of all cultures and minorities with respect	(2)

Also scoring well were items related to our main industries:

Horticulture, fishing, forestry & agriculture (primary) industries	(18)
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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)
Port Motueka	(2)
Artisans, vineyards, beer works	(2)
Strong tourism industry	(2)
Good range of cafes	(2)

And some general comments came up several times that are worth noting:

Proximity to a larger city & its services	(6)
Connected to a wide rural area that relates to Motueka	(3)

It may be worth noting that few people saw our built facilities and services as strengths. Mentioned only once or twice were the library, Memorial Hall, other public halls, the aerodrome, Council service centre, fire brigade, hospital, St Johns ambulance, museum, community gardens, sports grounds, Decks Reserve, Thorps Bush, Te Awhina Marae, the mountain bike park, Community House, golf course, library, churches, skate park and the cycle trail. The exceptions were:

Good schools (especially the High School)	(9)
Walkways, cycling paths	(9)
Recreation Centre	(4)
Saltwater baths	(3)
Parks & Reserves in general	(3)
Sports grounds	(3)
Good for fishing, sea and river	(3)

### **Weaknesses:**

*The question asked was: "Are there things about this area that worry you - things that are poorly developed or poorly planned?"*

Fewer comments were listed in this area, reflecting (we would like to think) that interviewees were more positive than negative in their feelings about Motueka.

The three highest areas of concern were:

Lack of a heated indoor swimming pool	(14)
Limited employment opportunities, especially for youth	(13)
Lack of organised facilities (eg Rec Centre) for youth in the centre of town	(9)

The employment and business sector garnered a solid range of responses that all pretty much fit together, including:

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)
Lack of employment opportunities, especially full-time	(3)
Over-reliance on horticulture	(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)
Horticulture is static	(2)
Our location - lots of tourists skip this area	(2)
Big landowners dictating the way forward (leasehold land)	(2)

Apart from the swimming pool, weaknesses in community facilities that were listed more than once were:

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)

The main weaknesses in services and utilities listed were:

Broadband connections too slow or not enough of them	(5)
Poor public transport links, including 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)
Dangerous intersections and pedestrian crossings	(4)
Lack of tertiary education	(4)
River flood control (stopbanks) a constant background weakness	(3)

### **Opportunities:**

*The question asked was: "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?"*

Understandably, there were quite long lists in the "Amenities/Community" and "Economic" areas. Many people have their own list of ideas of what could and should be done to make things better. This summary merely lists those that were mentioned more than once. If you want to see the full list, it is available on the website.

Develop the Decks Reserve area (or elsewhere) into a community hub or town square	(11)
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Create added-value businesses to the horticulture and food industries and science	(10)
Build a year-round swimming pool	(9)
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	(7)
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 Rymans and retirement villages and services to operate in Motueka	(5)
Make more use of solar and other alternative energy sources	(4)
Make SH60 go onto a bypass, leaving High Street a Council street	(4)
Take much better business advantage of the Great Taste cycle trail	(4)
Develop Thorps Bush for more community events and safe use	(4)
Expand and encourage more use of the cycle trail and bike circuits around town	(4)
Far faster broadband	(4)
Improve, develop and restyle the High Street CBD area	(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)
Celebrate uniqueness of Motueka through public art and sculptures by local artists	(3)
Create support networks and mentors for small home businesses	(3)
Become a poster town for self-sufficient living in things like sewage, drinking water, affordable housing	(2)
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/Kaiteriteri	(2)
Diversify land use and particularly horticulture	(2)
Build on our strengths of climate, soils, tourist attractions	(2)
Make shop frontages more appealing	(2)

### **Threats:**

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

In an otherwise smaller list, head and shoulders above the pack here were environmental issues:

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)
New imported (or any) bugs that may kill crops and agriculture	(4)
Lack of diversity and opportunity in sectors that are threatened by climate change etc	(3)
Foreshore erosion	(2)
Sufficient water (especially 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)
Damage to the land from sprays etc	(2)

Community and economic threats were more varied. Those mentioned more than once were:

Ageing population, sleepy hollow	(7)
Too much dependence on primary industries, tourism and seasonal employment	(5)
Too much complacency & ignorance among residents about our future	(5)
Not catering sufficiently for youth and jobs for them	(4)
Online shopping removing business from our shops	(4)
Talley's leave town	(3)
Tourism reduction due to fuel costs or global recession	(3)
Unraveling/failure of the global financial systems	(3)
High Street traffic getting so busy that residents' health safety is threatened	(3)
Cost of rental accommodation	(2)
Cost of housing too high for many people	(2)
Gangs come into town, worsening the already rough youth culture and crime problems	(2)
Freedom campers spoiling our environment	(2)
Residents not supporting local businesses, going to Nelson/Richmond instead	(2)
People resisting change, doing things the old way, protecting their resources and interests	(2)
Long term relationship between TDC and town needs to improve	(2)