

**Minutes of a Wānaka-Upper Clutha Community Board Workshop**

Thursday, 4 July 2024 at 9.30am  
Meeting Room, Wānaka Recreation Centre, Wānaka

<b>Present:</b>	Mr Simon Telfer (Chair)	Mr Chris Hadfield
	Ms Linda Joll	Mr John Wellington
<b>Apologies</b>	Councillor Barry Bruce	Councillor Cody Tucker
	Councillor Lyal Cocks	
<b>In attendance:</b>	Councillor Quentin Smith	Silvia Dancose
	Marie Day	Jon Winterbottom
	Hemi Cordell	
	One member of the public	No members of the media

No.	Agenda Item	Action
1.	<p><b><u>Draft Queenstown Lakes District Welcoming Plan 2024-2027</u></b></p> <p>The purpose of this workshop was to present the draft Welcoming Plan and seek input from WUCCB members on the plan. Council officers also advised on the planned community engagement from 1 to 19 August 2024 and the proposed endorsement by Community &amp; Services Committee on 24 September 2024.</p> <p>Silvia Dancose, Marie Day and Hemi Cordell spoke to a PowerPoint presentation on QLDC's draft Welcoming Plan.</p> <p>Marnie Carter spoke to a PowerPoint presentation on an evaluation analysis and finding of QLDC's Welcoming Communities Programme 2022-2024. Ms Carter noted that the plan is filling an important gap in supporting migrants and newcomers in the community, and that it has improved perceptions of the Council among these groups.</p> <p>Ms Carter noted that the potential economic benefits of the plan were not yet observable. In response to a question, it was clarified that economic and business engagement was a focus of the next stage of the plan.</p> <p>There was discussion about funding for the Welcoming Plan as one of the key actions in the Plan, working with schools to</p>	<p>Officers to explore potential for more citizenship ceremonies to be held in Wānaka targeted at new citizens from Upper Clutha, as well as the potential for Wānaka and Upper Clutha groups to play a role in the citizenship ceremonies in Wānaka.</p> <p>Officers to discuss with Parks Team whether a new location for the Welcoming Tree Forest can be identified.</p>

No.	Agenda Item	Action
	<p>assist newcomers, as well as how to encourage broad engagement with the wide variety of newcomer groups.</p> <p>The Board thanked staff and expressed their strong support for the Plan.</p> <p><b>Attachments:</b>  <b>Attachment A:</b> <i>Queenstown Lakes Welcoming Plan 2024-2027 (draft in Word doc) (see workshop agenda)</i>  <b>Attachment B:</b> <i>Attachment not provided to WUCCB</i>  <b>Attachment C:</b> <i>Overview sheet of QLDC Welcoming Communities in Wānaka-Upper Clutha from July 2021 to June 2024 (see attached)</i>  <b>Attachment D:</b> <i>PowerPoint Slides - Overview of Draft Welcoming Plan 2024-2027 (see attached)</i>  <b>Attachment E:</b> <i>PowerPoint Slides - Analysis and findings on QLDC Welcoming Communities Programme from 2022 to 2024 (provided by Allen &amp; Clarke) (see attached)</i></p>	

The workshop concluded at 10.37am.

# Attachment C: Overview sheet of QLDC Welcoming Communities in Wānaka-Upper Clutha from July 2021 to June 2024

QUEENSTOWN  
LAKES DISTRICT  
COUNCIL

Welcoming  
Communities  
TE WAHAROA KI NGĀ HĀPORI

## What have we achieved so far?

QLDC Welcoming Communities in Wānaka-Upper Clutha

July 2021 to June 2023

MILESTONES	ENGAGEMENT HIGHLIGHTS
<p><b>November 2021</b> Signing of Welcoming Communities Statement of Commitment in Wānaka – a tree was planted at Lismore Park.</p> <p><b>February 2022</b> Accreditation Stage 1 as a Committed Welcoming Community.</p> <p><b>April 2022</b> Presentation on Welcoming Communities programme to elected members.</p> <p><b>April 2022</b> Established Welcome Forest at Lismore Park for new citizens to Aotearoa New Zealand.</p> <p><b>June 2022</b> Wānaka Connection Café, a discussion on 'What's happening for newcomers in the Upper Clutha' with over 50 people in attendance.</p> <p><b>August 2022</b> Published the Welcoming Communities Stocktake Summary Report. Semi-structured interviews were conducted with key stakeholders including council staff between April 2022 and June 2022. This helps inform the development of the Welcoming Plan.</p> <p><b>November 2022</b> Presentation on Welcoming Communities programme during the Elected Members' Induction Programme.</p> <p><b>January 2023</b> Establishment of Upper Clutha Welcoming Communities Advisory Group (eight members and one elected member) to guide the development of the Welcoming Plan.</p> <p><b>February 2023</b> Published the Summary of Feedback for Upper Clutha Welcoming Communities hui held in November 2022. This helps inform the development of the Welcoming Plan.</p> <p><b>June 2023</b> Te Hau Toka Southern Lakes Wellbeing Group granted \$35,000 towards a 0.5 FTE Upper Clutha Welcoming Communities Coordinator, 12-month fixed term role for 2023/24.</p>	<p><b>May 2022</b> Haere Mai Hāwea International Potluck organised by Lake Hāwea Community Centre bringing residents to connect with newcomer residents by sharing food. Hāwea Community Centre offers social activities, support and language lessons for migrants.</p> <p><b>May 2022</b> Wānaka Connection Café, a discussion on 'What's happening for newcomers in the Upper Clutha' with over 50 people in attendance.</p> <p><b>May 2022</b> Pilot project with English Language Partners of NZ to deliver ESOL training to volunteers from Hāwea and Wānaka.</p> <p><b>November 2022</b> Upper Clutha Welcoming Communities Hui with total of 88 people in attendance from local iwi, key stakeholders, elected members, QLDC staff including 28 ethnic members and newcomers.</p> <p><b>February 2023</b> Multicultural Football Festival in collaboration with Central Otago Football League including 12 recreational teams of 18+ players.</p> <p><b>March 2023</b> Latinos in Wānaka organised an Argentinian BBQ at the Wānaka Scouts Den, thanks to Connecting Communities fund.</p> <p><b>March 2023</b> Wānaka engagement hui held with key support services with total of 38 persons in attendance from a wide range of sectors. The purpose of the hui was to generate engagement and ownership of the Welcoming Communities programme by gathering feedback on concrete actions to support the development of a Welcoming Network.</p> <p><b>April 2023</b> The Festival of Colour held a Community Street Theatre Day showcasing for the first time newcomer groups talents: The Wasabi Choir, a Japanese Community Choir, and a Philippine cultural dance group.</p>

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QUEENSTOWN  
LAKES DISTRICT  
COUNCIL

Welcoming  
Communities  
TE WAHAROA KI NGĀ HĀPORI

July 2023 to June 2024

MILESTONES	ENGAGEMENT HIGHLIGHTS
<p><b>July 2023</b> Presentation on Welcoming Communities updates at a Council workshop.</p> <p><b>July 2023</b> Presentation on Welcoming Communities updates at a Wānaka-Upper Clutha Community Board workshop.</p> <p><b>November 2023</b> Upper Clutha Welcoming Communities Advisory Group completed their mandate after identifying key priorities for the development of the Welcoming Plan. The Group had 8 meetings from Jan to Nov 2023.</p> <p><b>November 2023</b> New person in the role of Upper Clutha Welcoming Communities Coordinator for 0.8 FTE, 32 hours/week, 12-month fixed term employment contract. Funds of \$35,000 were received for salary costs and QLDC covers the balance of salary costs.</p> <p><b>December 2023</b> First citizenship ceremony celebrated at the Lake Wānaka Centre providing an opportunity for Wānaka-Upper Clutha elected members and QLDC Wānaka-based staff to play a role in the ceremony.</p> <p><b>January to April 2024</b> The Wānaka Sun released a series of four profile articles titled 'Origins' on newcomers/migrants, detailing their story and their journey to and in Aotearoa New Zealand.</p> <p><b>May 2024</b> Upper Clutha Welcoming Communities is supporting the Tuia Programme candidate with work experience in the community.</p> <p><b>June 2024</b> ESOL classes (English for Speakers of Other Languages) provided by Otago REAP with local ESOL teacher for newcomers.</p>	<p><b>July 2023</b> Te Tiriti o Waitangi workshop facilitated by Tangata Tiriti- Treaty People organisation at the Wānaka Community Hub. A total of 15 participants in attendance.</p> <p><b>September 2023</b> Bachata dance classes offered at Dance Wānaka Studio organised by local Argentinian community, thanks to CLASS funding.</p> <p><b>September 2023</b> Fiestas Patrias (Chile Independence Day) organised by local Chilean community at the Wānaka Scouts Den, thanks to Connecting Communities fund.</p> <p><b>September 2023</b> Volunteer speed dating event 'Find Your Perfect Match'. QLDC, Volunteer South and The Kiwi Kit Community Trust organised this event to connect newcomers and wider community to volunteer organisations and share their skills.</p> <p><b>November 2023</b> Dia de los Muertos (Mexican Day of the Deads) organised by local Mexican community at the Wānaka Scouts Den, thanks to Connecting Communities fund.</p> <p><b>November 2023</b> Immigration session on pathways to residency for newcomers held at the Wānaka Community Hub. Around 40 people in attendance. The session was facilitated by local immigration advisor and Community Link Upper Clutha.</p> <p><b>December 2023</b> Latinos in Wānaka Year-End meeting organised to introduce the Upper Clutha Welcoming Communities Coordinator and discuss activities for next year.</p> <p><b>June 2024</b> Welcome to Wānaka event organised by local Latino community to welcome newcomers into the community.</p> <p><b>June 2024</b> National Volunteer Week - 'Find Your Perfect Match', a volunteer speed dating style event. QLDC, Volunteer South and The Kiwi Kit Speed Dating organised this event to connect newcomers and wider community to volunteer organisations and share their skills.</p>

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Other Welcoming Communities highlights

- » 15 newcomer groups based in Wānaka-Upper Clutha were recipients of **Connecting Communities funds** between November 2021 and May 2024.
- » Community Link Upper Clutha is investigating the use of **MBIE Language Assistance Services (LAS)** to offer interpreting services via video or telephone.
- » Wao Summit will host a **panel discussion on climate migration** in November 2024 in Wānaka.
- » **Relationships are established** with the Latin American, Japanese, Filipino, Jewish and Nepalese communities of Wānaka.
- » **Relationships are established** with Mount Aspiring College, Community Link Upper Clutha, Wānaka Community Hub, Wānaka Business Chamber, Kahu Youth Trust, and many others.

Welcoming Communities Publications and Media Releases



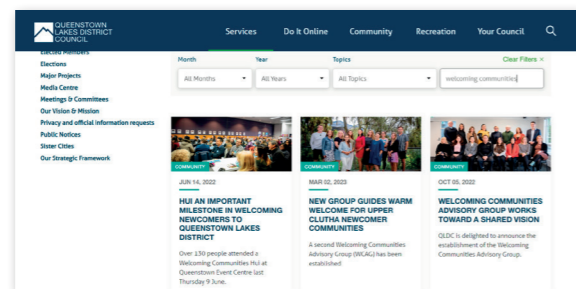
Scuttlebutt newsletter  
'Upper Clutha Advisory Group'  
Feb/March 2023 Issue 153



Scuttlebutt newsletter  
'Celebrating the global game'  
April/May 2023 Issue 154



Scuttlebutt newsletter  
'Keep Safe on Winter Roads'  
Aug/Sept 2023, Issue 156



'QLDC Media advisories' on <https://www.qldc.govt.nz/>

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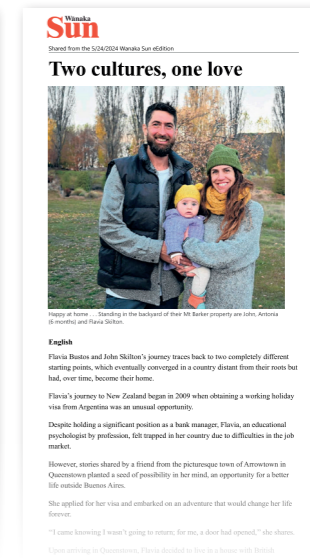
Welcoming Communities Publications and Media Releases



Wānaka Sun Origins article  
'Building her place  
in the community'  
12 January 2024



Wānaka Sun Origins article  
'Hardus and Frieda —  
a story of resilience'  
26 April 2024



Wānaka Sun Origins article  
'Two cultures, one love'  
24 May 2024



Upper Clutha Support Services  
Agency Summary



Upper Clutha Welcoming Communities  
Summary of Feedback

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Attachment D: PowerPoint Slides - Overview of Draft Welcoming Plan 2024-2027





## STATEMENT OF COMMITMENT

We commit to partnering with our community and Immigration New Zealand (INZ) to build and maintain a welcoming environment. We recognise that proactively fostering an inclusive community where everyone can belong and participate creates social, economic, civic and cultural benefits for our community. To do this, we will engage with newcomers (recent migrants, international students and former refugees) and local residents.

We resolve to participate in the Welcoming Communities programme and commit to:

- › **Joining a network of councils and communities** that are committed to becoming more welcoming and inclusive.
- › **Publicly communicating our commitment** to becoming an intentionally Welcoming Community.
- › **Appointing a dedicated staff member** to establish and facilitate implementation of the Welcoming Communities programme.
- › **Signing a funding agreement** with the Ministry of Business, Innovation and Employment and completing the associated project tasks and reporting requirements.
- › **Communicating regularly with INZ's Welcoming Communities team** to progress planning and share learnings with other councils and communities participating in Welcoming Communities.

INZ will support our Council in a number of ways, including:

- › **Advice and guidance.** Personalised and regular contact with Wellington and regional-based INZ staff.
- › **Knowledge sharing.** Supporting the council and community to network, share best practice, learn from each other and access international and national resources.
- › **Standard + Welcoming Plans + Accreditation.** Providing the Welcoming Communities Standard for New Zealand (the Standard) to benchmark council policies, services, programmes and activities. Supporting us to develop and implement our Welcoming Plan to meet the Standard's outcomes. Supporting us to seek accreditation as an Established, Advanced or Excelling Welcoming Community.
- › **Celebrating success.** Showcasing success in Welcoming Plan activities and shining a light on achievements.

The intent and commitment to participate in Welcoming Communities – Te Waharoa ki ngā Hāpori is made by the following parties.

Name of council	QUEENSTOWN LAKES DISTRICT COUNCIL	
Name of city	QUEENSTOWN LAKES DISTRICT	
Mayor	JIM BOULT	Sign & date <i>[Signature]</i> 2-11-21
Deputy Mayor	CALUM MACLEOD	Sign & date <i>[Signature]</i> 2/11/21
Council CEO	MIKE THEELEN	Sign & date <i>[Signature]</i> 2/11/21
Councillor	GLYN LEWERS	Sign & date <i>[Signature]</i> 02-11-21
	ESTHER WHITEHEAD	Sign & date <i>[Signature]</i> 02-11-21
	Bonny Clark	Sign & date <i>[Signature]</i> 2-11-21
	CRAIG FERGUSON	Sign & date <i>[Signature]</i> 2-11-21
		Sign & date



# What are the objectives of Welcoming Communities?

- support councils to create intentionally welcoming and inclusive communities where newcomers and local residents can participate fully in the social, civic, cultural and economic life of the community;
- contribute to the ability of participating communities to attract, support and retain the skilled people they need to prosper;
- grow social inclusion through welcoming and inclusive activities that increase social engagement, build social connections;
- provide a unifying framework (the Welcoming Communities Standard for New Zealand) to manage, implement and highlight good settlement work already underway and stimulate innovative new activities;
- facilitate national and international knowledge sharing and networks across participating councils and communities in New Zealand and overseas; and
- foster trust so that newcomers feel confident to raise unfair or biased behaviour, pressure or exploitation.

# Welcoming International

## Creating a World Where Everyone Feels at Home



### Who we are

Welcoming International is a coalition of initiatives advancing inclusion and belonging in localities worldwide.

### What we do

Welcoming International supports and connects civil society and government institutions that are advancing inclusion at the local level, around the world. We support members with technical assistance, tools, and connections to a global network of practitioners.

[LEARN MORE](#)

### Our founding members

Welcoming International's Founding Members are those who have played an important role in the establishment and early development of the initiative.

United States



Australia



New Zealand



Germany

BertelsmannStiftung



United Kingdom



### Full list of countries in our network

Australia

Canada

France

Germany

New Zealand

United Kingdom

United States



# To help inform and guide the draft Welcoming Plan we undertook the following:

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ENGAGED WITH  
STAFF IN  
**12**  
COUNCIL  
DEPARTMENTS  
ON KEY ACTIONS  
OF THE PLAN

FORMED **2**  
ADVISORY  
GROUPS

HOSTED  
**7** HUI

DELIVERED  
**1** STOCKTAKE  
REPORT

CONSULTED WITH  
**15**  
KEY  
STAKEHOLDER  
ORGANISATIONS  
ON KEY ACTIONS  
OF THE PLAN

# What the plan sets out to achieve

**21 actions are already happening since 2021**



# What the Welcoming Plan sets out to achieve?

The plan sits with Council so we will be rolling out the actions in three different ways. Actions may be led in various ways:

1. Council only
2. Council in collaboration with community stakeholders, or
3. Community stakeholders – could have local or central government support.

# Flagship Projects for 2024/2027 led by Council

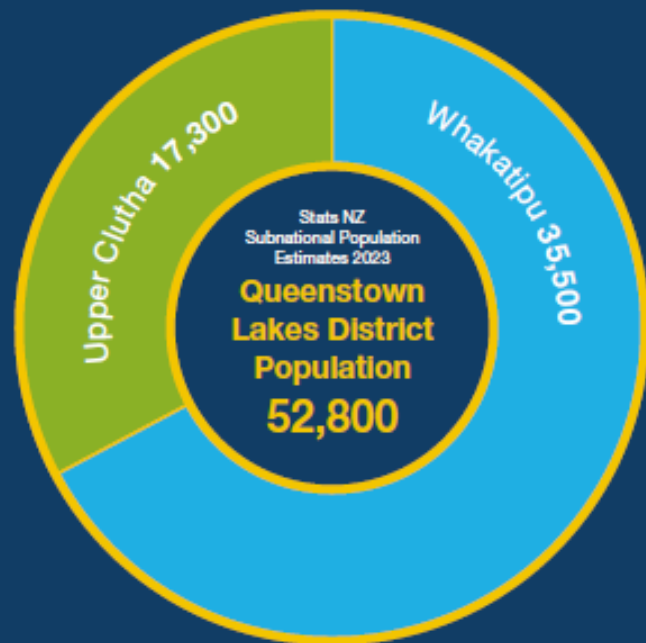
- Establish an agreed partnership approach with Kāi Tahu for the delivery of key Welcoming Plan actions
- Increase resources to support implementation of the Welcoming Communities programme in the Wānaka-Upper Clutha
- Develop a funding strategy to continue the implementation and sustainability of the Welcoming Plan
- Increase awareness of Welcoming Communities via Council-led initiatives and programmes
- Inform new citizens of Aotearoa New Zealand via the citizenship ceremonies on how to engage in local government process and participate in civil society

# Flagship Projects for 2024/2027 with partners

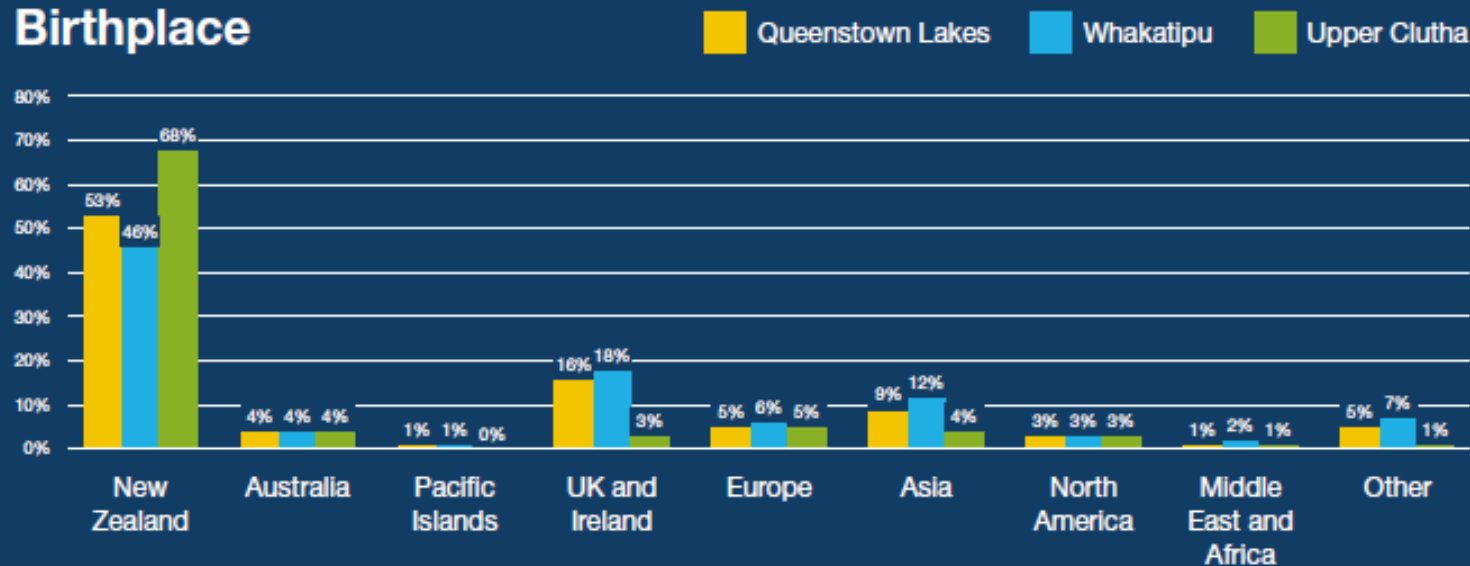
- Newcomers Guide 2024
- Newcomer Welcome and Inclusion Network - to oversee settlement and integration services
- Language Support available made available for newcomers
- Welcome Portal – to provide information and support newcomers settling and working in our district
- Annual Welcoming Week – 2<sup>nd</sup> week of September (6 to 15 September 2024)
- WAO Summit on climate migration in November 2024 in Wānaka
- Multicultural Festival to coincide with Race Relations Day and Festival of Colour in March

# What is our community make-up?

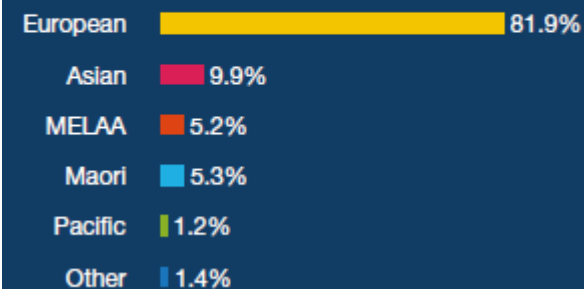
## Our Demographics



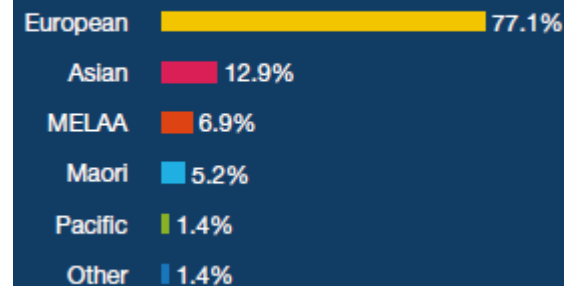
### Birthplace



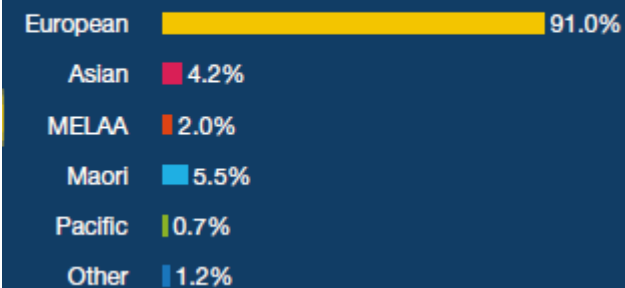
### Queenstown-Lakes



### Whakatipu



### Upper Clutha

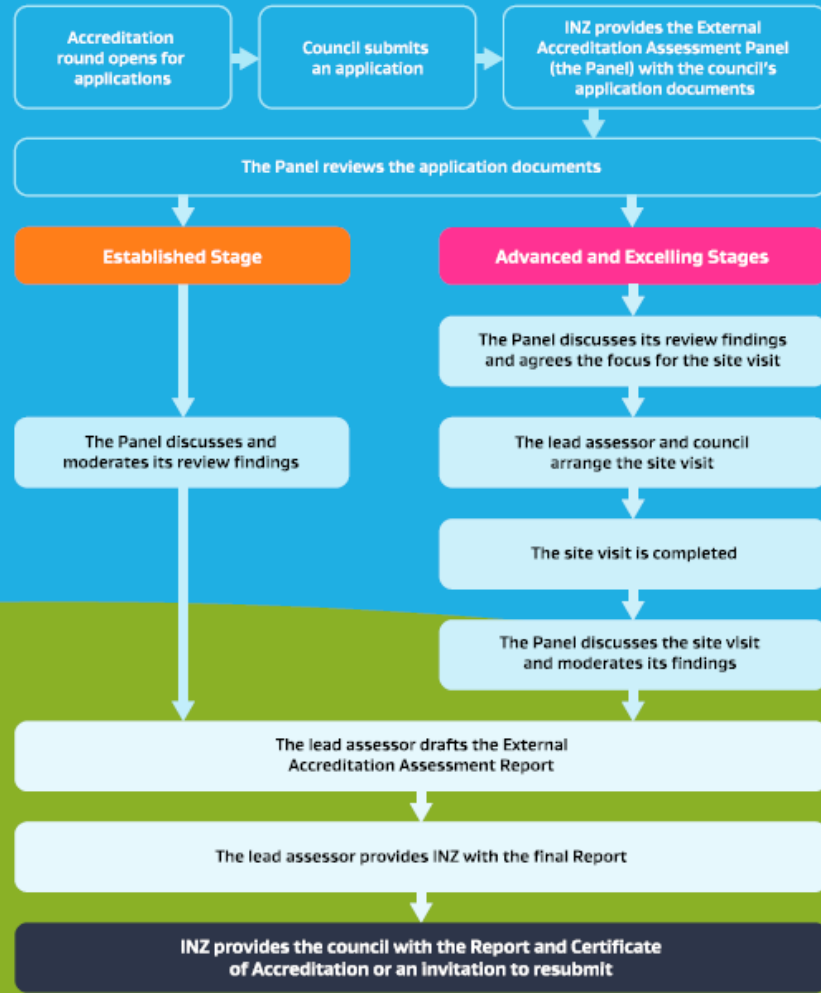


# Welcoming Communities Accreditation Model

The Welcoming Communities accreditation model assesses how well a community is meeting the Standard's sub-outcomes through implementing its Welcoming Plan and confirms that a council and community are demonstrating the features expected in a Welcoming Community.

Each stage in the accreditation model has a set of features that describe what is expected from a council and community at that stage. All the features need to be present or in progress to be accredited hence providing a measure of success.

## The Assessment Process for Established, Advanced and Excelling Stages



# Welcoming International

[Interactive Network Map | Welcoming International](#)



# What is the Welcoming Plan 2024/2027?

- The Welcoming Plan 2024/2027 provides a set of actions on how we can achieve becoming a more welcoming and inclusive place for newcomers and migrants.
- It has been developed based on multiple engagements with the community where feedback has been gathered to help develop the Welcoming Plan.
- The Welcoming Plan is a set of actions, using the Welcoming Communities Standard as the benchmark of what and why we should be accomplishing these actions.

# What is the Welcoming Communities Standard?

- The WC standard is a key component of the Welcoming Communities programme. It is outcomes-based.
- It provides councils and communities with a benchmark for what a successful welcoming community looks like and guides the activities they undertake through their Welcoming Plan.
- It is a set of eight pillars (pou) that identifies elements that are critical to building a 'Welcoming Community'.
- A Council and its community can choose to become accredited as a Welcoming Community through a four-stage accreditation model. Accreditation formally recognises that a Council and community have met the outcomes in the Standard;



## 5. Economic Development, Business & Employment

### Outcome

Communities maximise and harness the economic development opportunities that newcomers can offer. Councils work with business associations to promote the contribution that newcomer business owners and skilled migrants make to the region's economy.

### Sub-outcomes

- 5.1 Newcomers, including international students, are supported to access local employment information, services and networks.
- 5.2 Newcomers, including international students, are supported with the local knowledge and skills to ensure they can operate successfully in the New Zealand work environment, either as a business owner or an employee.
- 5.3 The receiving community recognises the value of diversity in the workplace, of newcomers' contribution to the region's growth and of the resulting wider economic benefits.
- 5.4 Local employers and workforces develop their intercultural competency.
- 5.5 Mutually beneficial connections and initiatives are set up with migrant business people by the local business community and professional networks.



## 3. Equitable Access

### Outcome

Opportunities to access services and activities and to participate in the community are available to all, including newcomers.

### Sub-outcomes

- 3.1 Council partners with local businesses, organisations and sectors to identify and address barriers for newcomers to accessing services and participating in the community.
- 3.2 Council and other organisations in the community research, design and deliver services that take account of the different circumstances (for example rural/urban) and cultural backgrounds of all service users, including newcomers.
- 3.3 All community members are well informed about the services available in the community. Newcomers are made aware of, and are using these services.



## 6. Civic Engagement and Participation

### Outcome

Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation.

### Sub-outcomes

- 6.1 The council's elected members and staff effectively communicate with newcomers to promote their engagement in local government processes.
- 6.2 Newcomers are encouraged and enabled to get involved in local government and civil society.
- 6.3 Newcomers' efforts and achievements in civic participation and community life are acknowledged and celebrated.



## 2. Welcoming Communications

### Outcome

People of all cultures and backgrounds feel included, listened to and well informed through a range of ways that take into account their different communication needs.

### Sub-outcomes

- 2.1 The community is well informed about the local benefits of immigration and the Welcoming Communities programme, including success stories.
- 2.2 The council is well informed about newcomers to their region and pro-actively seeks data about newcomers from relevant sources.
- 2.3 The council's engagement with all residents is two-way, culturally appropriate and fit for purpose.
- 2.4 Council communication materials and messages are inclusive and reflect the diversity of the local community. Council encourages other agencies, businesses and organisations to follow this model.



## 7. Welcoming Public Spaces

### Outcome

Newcomers and receiving communities feel welcome in and comfortable using public spaces.

### Sub-outcomes

- 7.1 The design and operation of public spaces and facilities are culturally appropriate and reflect the diversity of the community.
- 7.2 Welcoming public spaces provide opportunities to build trust and relationships between newcomers and members of the receiving community.
- 7.3 Public spaces and buildings create a sense of community ownership and inclusion for all, including newcomers.



## 8. Culture and Identity

### Outcome

There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by other members of the community. There are opportunities to learn about each other's cultures.

### Sub-outcomes

- 8.1 Receiving communities and newcomers share and celebrate their cultures with each other, facilitated by the council and others in the community.
- 8.2 Newcomers and the receiving community understand what values they each hold dear.



# 1. Inclusive Leadership

## Outcome

Local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents.

## Sub-outcomes

- 1.1 As the indigenous peoples of Aotearoa New Zealand, Māori – represented by tangata whenua, mana whenua, iwi and hapū and/or other hapori Māori – have a prominent role in Welcoming Plan activities.
- 1.2 Leaders – both designated and unofficial – reflect the diversity in the local community, as does the council workforce.
- 1.3 Leaders model the principles of inclusiveness, openness, tolerance, respect and acceptance of all cultures in the community.
- 1.4 There are clear roles, responsibilities and ownership within council and in the wider community for the Welcoming Communities programme.
- 1.5 Council internal and external policies, services, programmes and activities recognise and address cultural diversity.
- 1.6 A range of leadership opportunities in the council and the wider community are available to and taken up by newcomers.



# 4. Connected and Inclusive Communities

## Outcome

People feel safe in their identity and that they are connected with and belong in the community. There are high levels of trust and understanding between members of the receiving community and newcomers.

## Sub-outcomes

- 4.1 Coordinated, comprehensive and appropriate initial welcoming support services are available from council, other agencies and community organisations.
- 4.2 The receiving community is well equipped and supported to welcome and interact with newcomers.
- 4.3 Members of the receiving community and newcomers build relationships and are at ease with connecting and learning about and from each other.
- 4.4 Different cultures are celebrated and people are supported to express their cultural beliefs and customs, including language and religious practices.

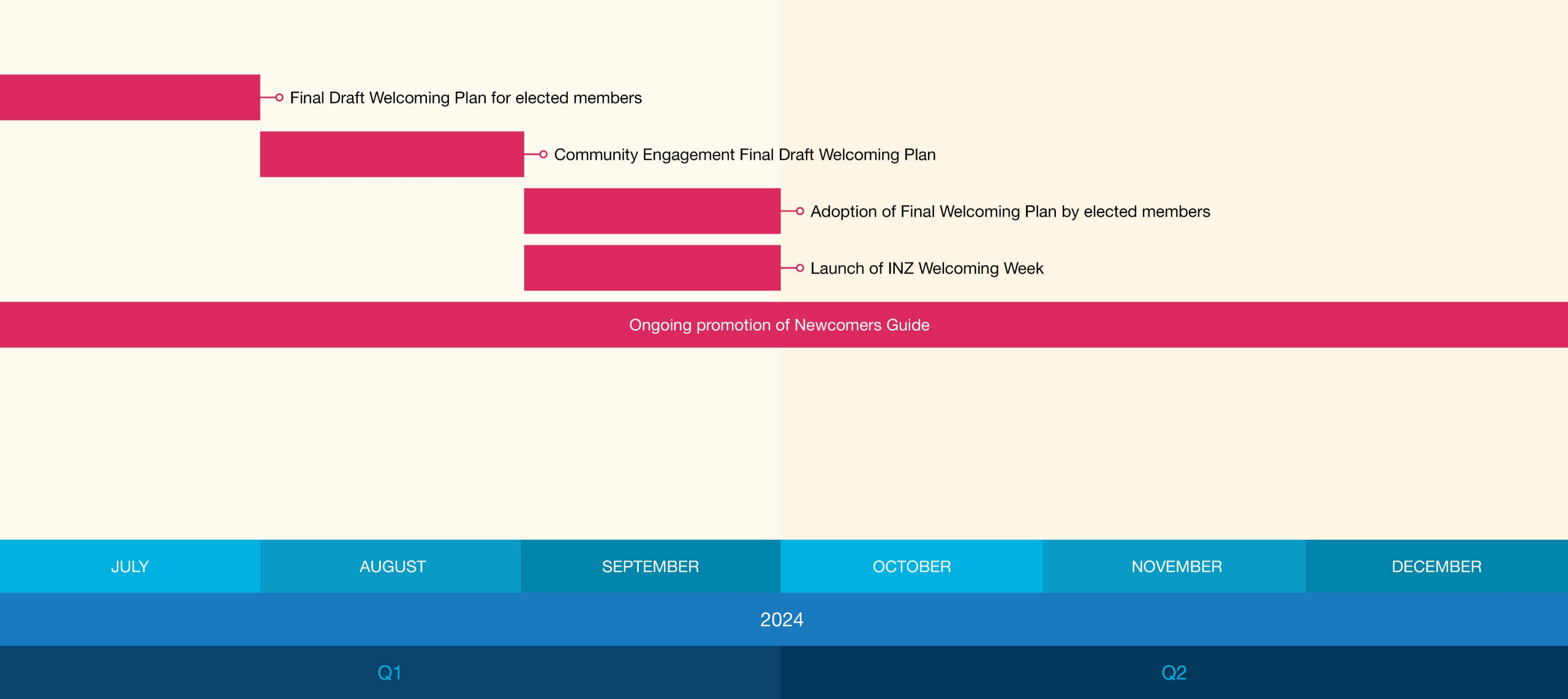
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DOING

TO-DO

# What will we achieve in 2024?

## Year 4: 2024-25 Adopting the Welcoming Plan



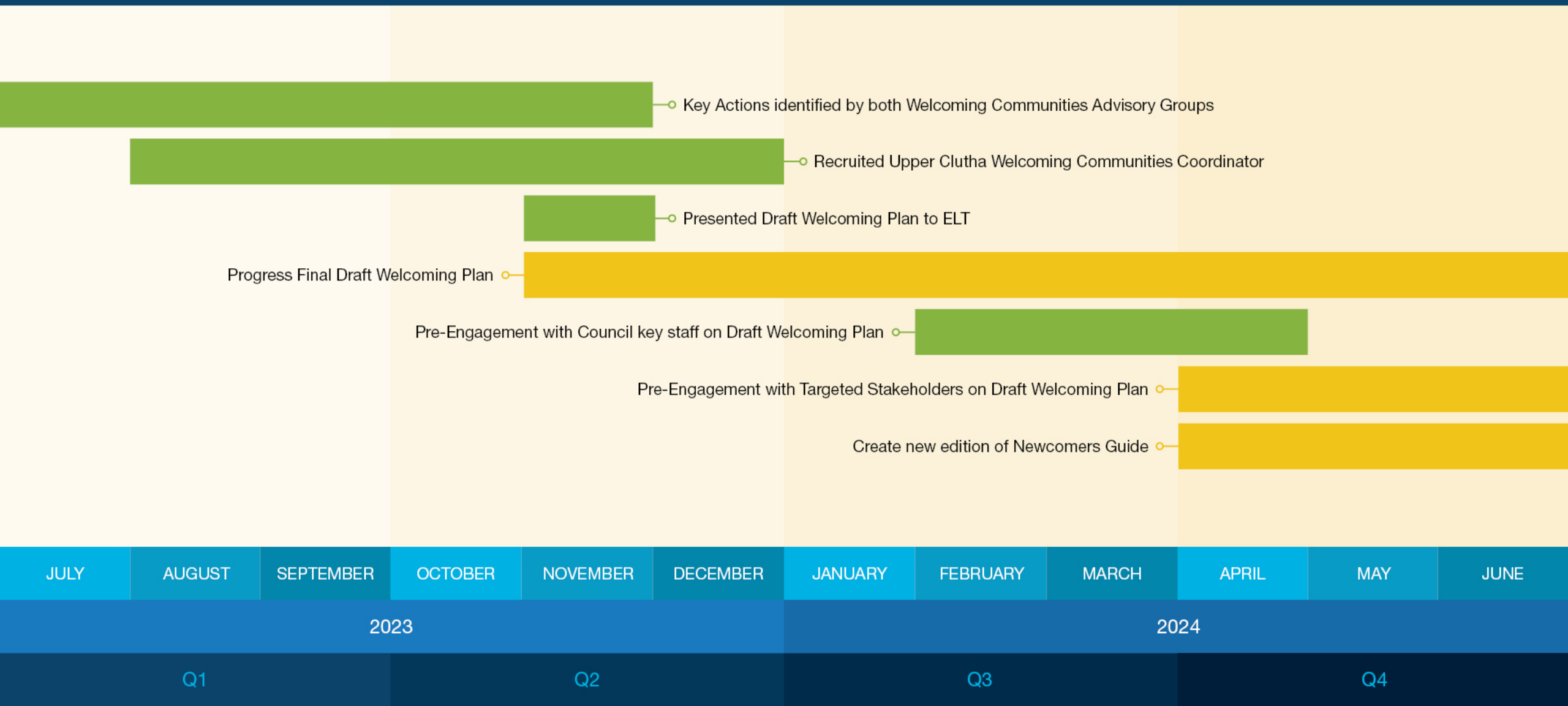
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# What have we achieved so far?

## Year 3: 2023-24 Developing the Welcoming Plan





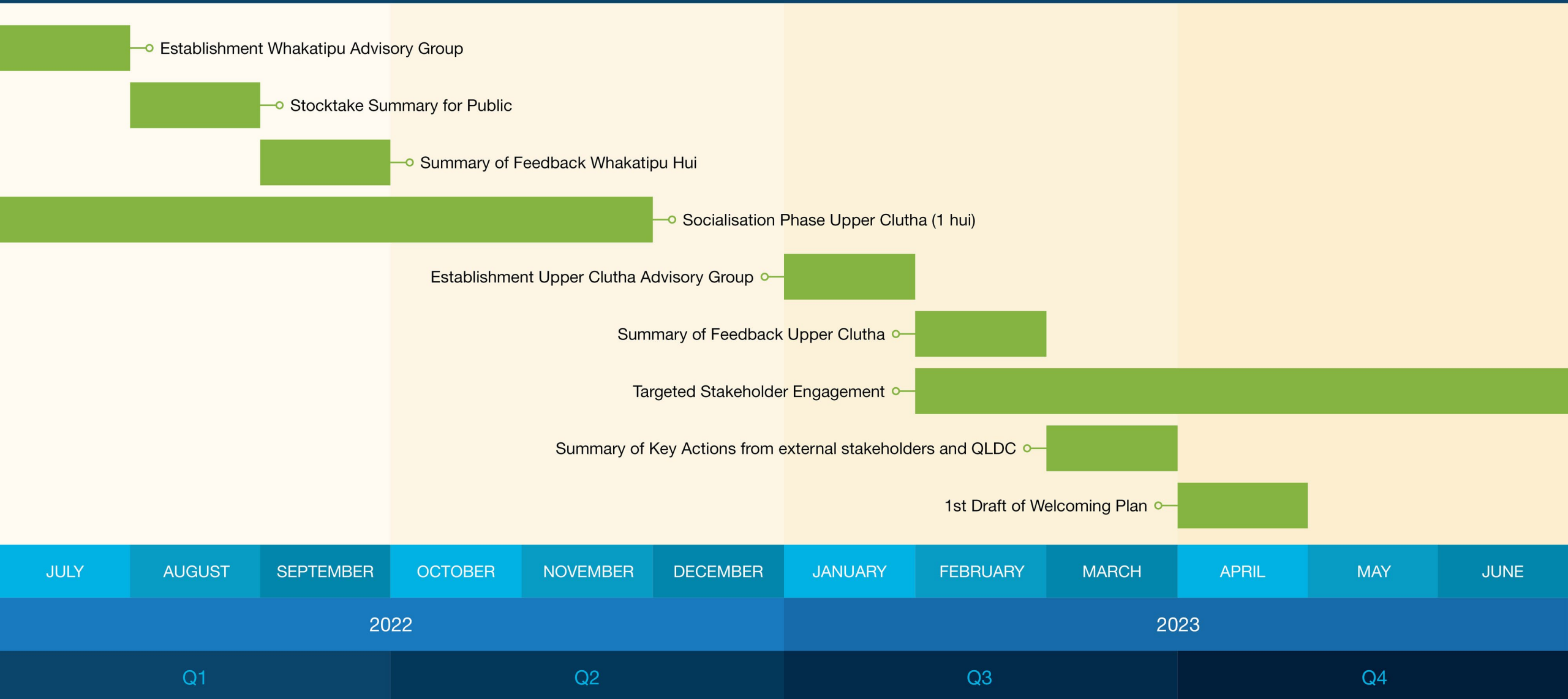
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# What have we achieved so far?

## Year 2: 2022-23 Moving towards the Welcoming Plan



JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

2022

2023

Q1

Q2

Q3

Q4

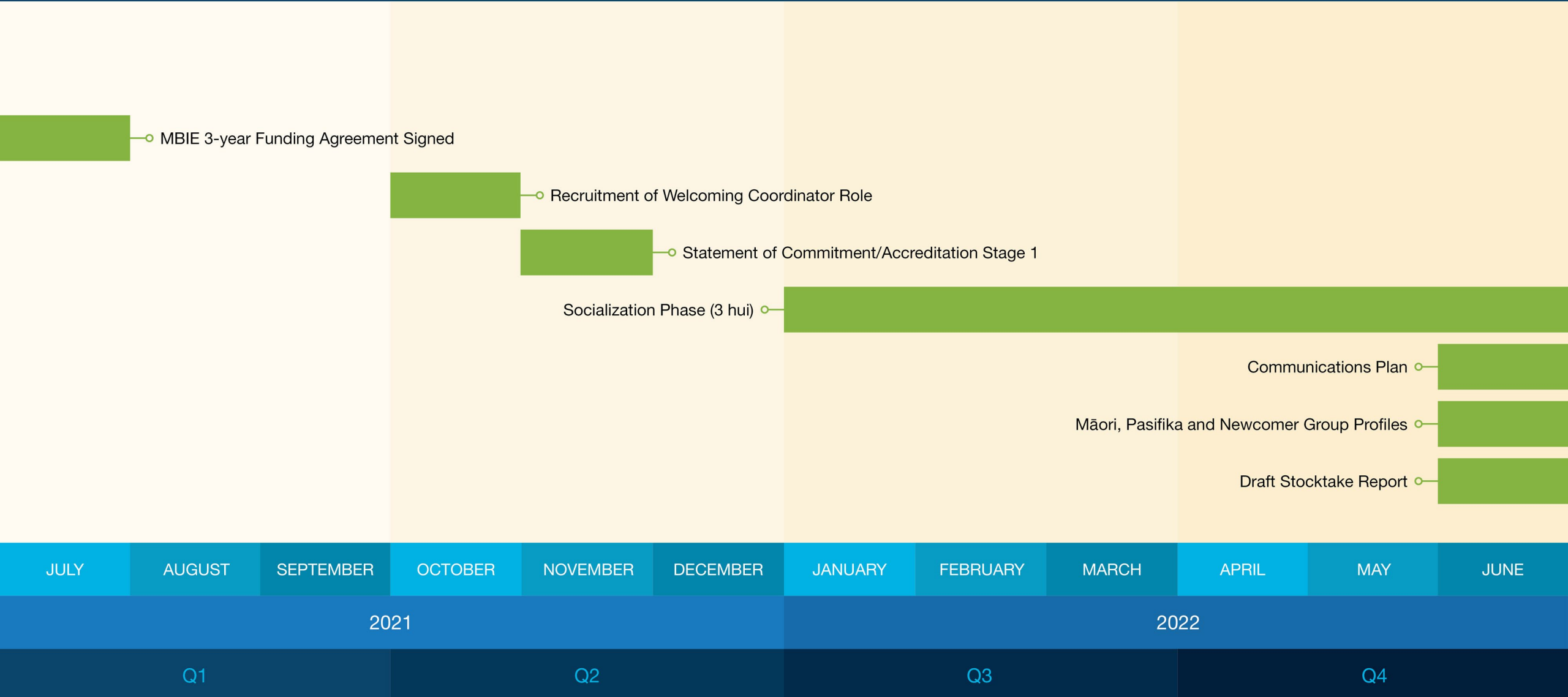
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# What have we achieved so far?

## Year 1: 2021-22 Socialising the Welcoming Communities Programme



# Welcoming Communities Style Summary

When we first began working with the Welcoming Communities initiative, we were supplied with brand guidelines and our 8 pillars, to get us started.

Since then we have developed a strong, approachable style, that other councils have complimented and aspired to match.



The 8 pillars provide our 8 colours. Our font is our QLDC font Helvetica Neue LT Std, except for where we can introduce more 'fun' headings, for which we have consistently used Blambot FXPro Light BB. These elements have built our brand.

Initially we used the supplied cartoon images, which has been great for capturing attention, however, now

that we have held many events, we have our own outstanding photographs that we will increasingly use, where appropriate, as these make everything local and real - not a hypothetical anymore, this is us, and people can relate to that.

Here are a few examples



# Welcoming Communities Standard



**Inclusive  
Leadership**



**Welcoming  
Communications**



**Equitable Access**



**Connected  
and Inclusive  
Communities**



**Economic  
Development,  
Business and  
Employment**



**Civic Engagement  
and Participation**



**Welcoming  
Public Spaces**



**Culture  
and Identity**

Attachment E: PowerPoint Slides - Analysis and findings on QLDC Welcoming Communities Programme from 2022 to 2024 (provided by Allen & Clarke)

EVALUATION ANALYSIS AND FINDINGS:  
QLDC WELCOMING  
COMMUNITIES PROGRAMME  
2022-2024

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THURSDAY 27 JUNE 2024



# EVALUATION PURPOSE

The findings presented today are based on data collected as part of a national evaluation of the Welcoming Communities programme. The purpose of the evaluation is to:

- Assess the implementation and delivery of the Welcoming Communities programme.
- Investigate the outcomes and impact of the Welcoming Communities programme.
- Identify potential improvements that could be made to the programme.



# DATA COLLECTION METHODS



Two site visits  
(2022 and 2024)



Interviews and  
focus groups with  
46 stakeholders



Online survey (30  
responses from  
QLDC  
stakeholders)



Review of  
programme  
documents

# KEY FINDINGS

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- The programme is filling an important gap in supporting migrants and newcomers who intend to settle in the Queenstown Lakes area
- The programme has supported improved council reach and communications to newcomers.
- Amongst newcomer communities, there is evidence of:
  - Increased understanding of ability to navigate council processes
  - improved perception of council.





# KEY FINDINGS

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- The programme is a mechanism for increased visibility and connection between migrant groups, and with the wider community
- The Coordinators are a key enabler to programme success



# KEY FINDINGS

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- Programme delivery has been adapted to local contexts (dedicated Coordinator roles in Queenstown and Wānaka-Upper Clutha)
- There is potential for increased involvement of the business community and mana whenua



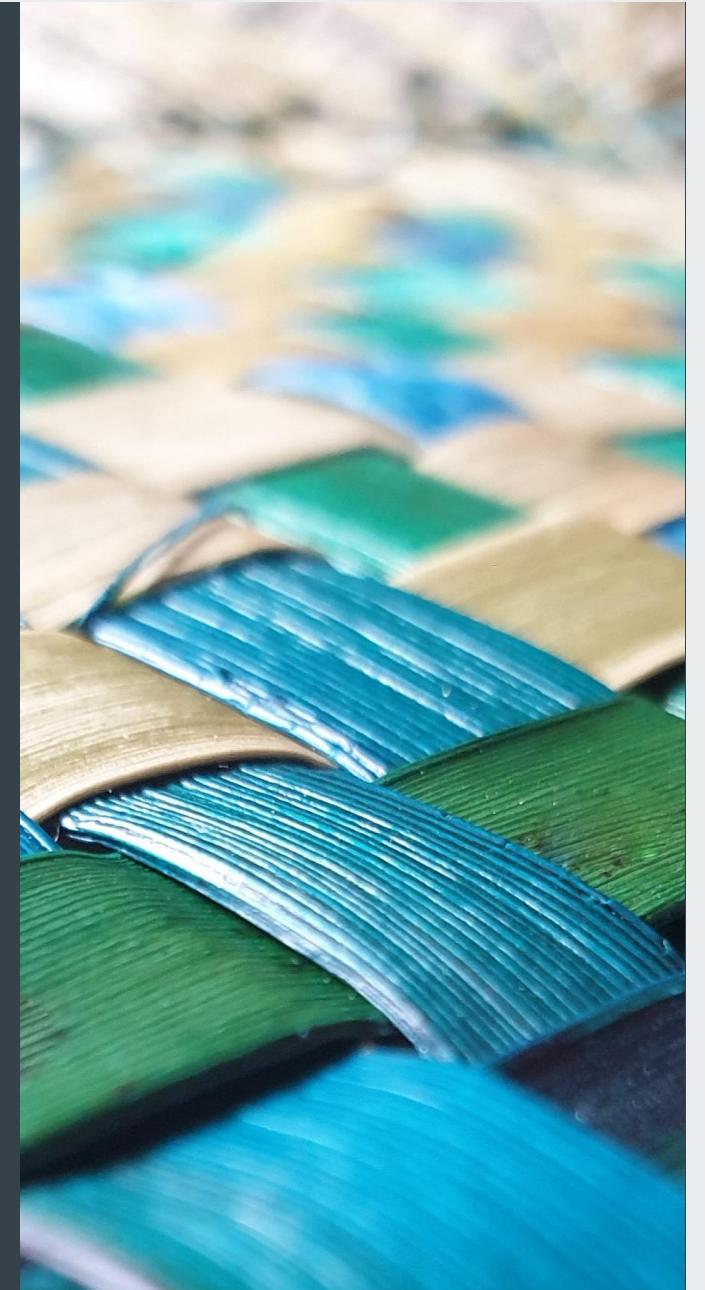


# PROGRAMME OUTCOMES

- Evidence of progress towards inclusive leadership; welcoming communications; connected and inclusive communities; welcoming public spaces; civic participation; and culture and identity
- Slower progress in equitable access
- Potential economic benefits not yet observable

# PROGRAMME OUTCOMES

Outcome	Summary of findings
Inclusive leadership	The Welcoming Communities programme has provided a formalised structure for community leaders to connect. It has prompted the development of a formalised and strategic approach to creating a more inclusive community.
Welcoming communications	Substantial efforts to ensure welcoming information for newcomers is available in a range of ways: making sure that Council websites and communications are written in accessible language; developing Welcoming Guides and packages of information for newcomers and arranging welcoming displays in public areas such as libraries..



# PROGRAMME OUTCOMES

## Outcome

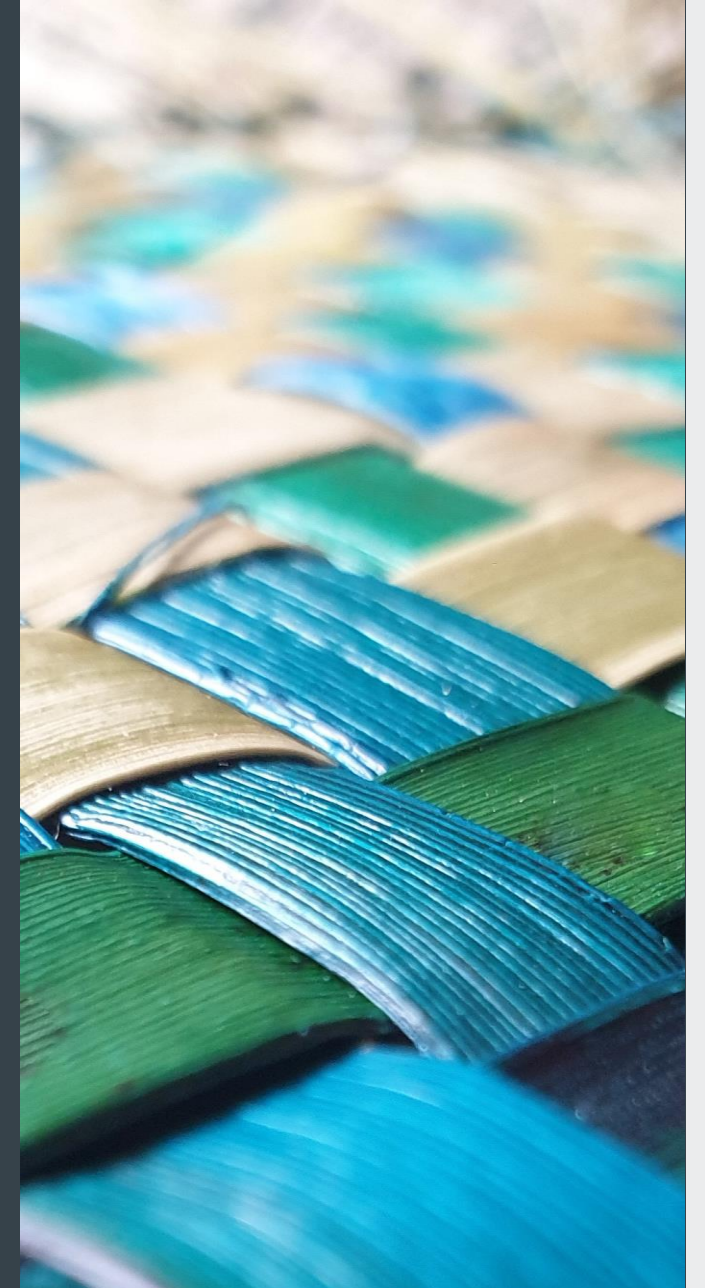
## Summary of findings

Connected and inclusive communities

The Welcoming Communities programme acts as a facilitator for community-led initiatives such as cultural events and celebrations. These provide opportunities for communities to come together, learn from each other, and share stories and traditions. Council provides vital support via access to funding, venues and/or promotion.

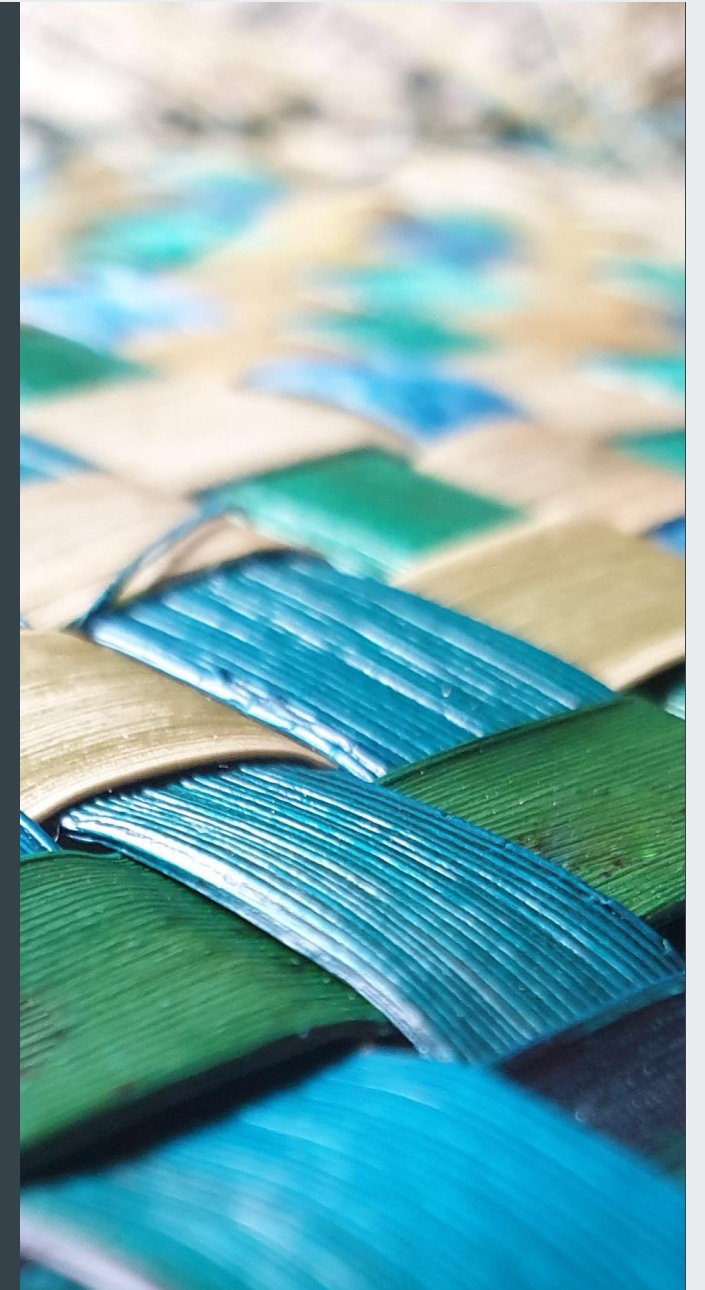
Welcoming public spaces

Evidence of progress in making Council-run spaces (such as libraries) more welcoming. The programme has been as a connector – letting newcomer groups know about public spaces and activities; and working with those providing community spaces and activities to make them more accessible for newcomers



# PROGRAMME OUTCOMES

Outcome	Summary of findings
Civic participation	<p>There has been some evidence of greater newcomer civic engagement and participation. Stakeholders raised some barriers to newcomer civic engagement, including lack of awareness of the structures and processes of civic society in Aotearoa, which is often very different from their home country.</p>
Culture and identity	<p>Welcoming Communities has had a positive impact on the visibility of diverse cultures within the community. Welcoming activities focus on sharing cultural traditions and celebrations, and are an important opportunity for mutual learning between newcomers and the receiving community</p>



# PROGRAMME OUTCOMES

## Outcome

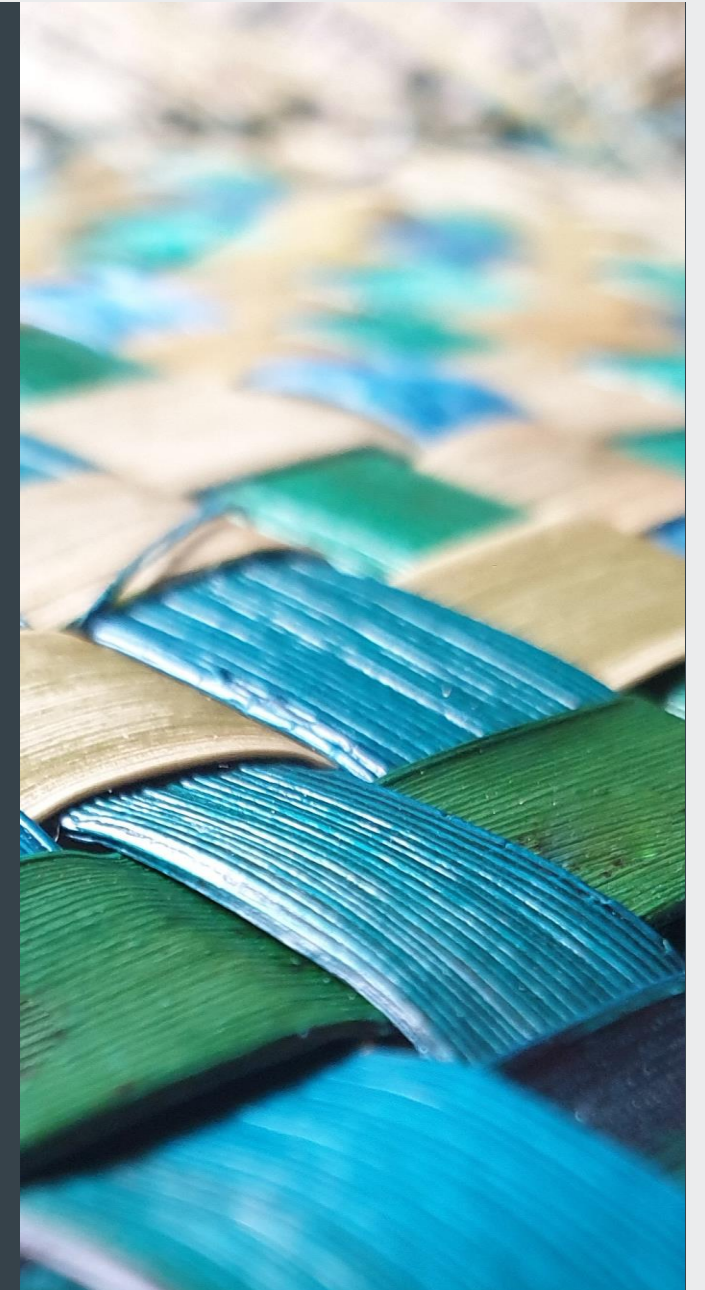
## Summary of findings

Equitable access

Welcoming Communities is working towards reducing barriers to equitable access for newcomers, for example by ensuring information on rights and services is readily available and communicated to newcomers, and that language is not a barrier to accessing services and activities.

Economic Development,  
Business and  
Employment

Progress towards this outcome has been slower, but economic change is a long-term goal. There is scope for greater involvement with the business community.





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