



He Ānga Whakamua

Paving the way forward

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Business Commentator

From Wairoa To The World



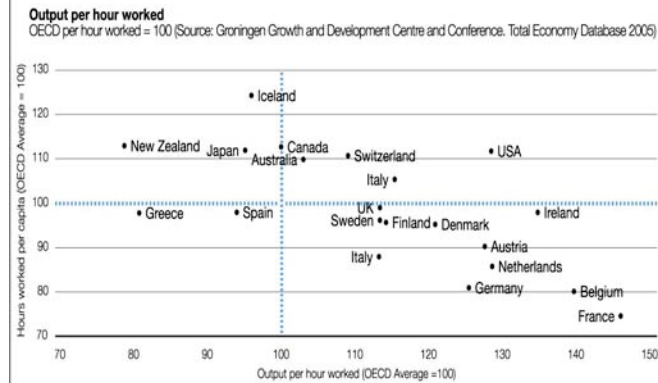
Presentation by Rod Oram to
Wairoa's Sustainable Development Summit
Wairoa, October 9th & 10th, 2008

Making our future

From discussion to action

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Hard work...poor pay



Sense of place

- How does the world think about Wairoa?
- "...somewhere between somewhere quite remote and somewhere remote in a very remote country."
- How does Wairoa think about Wairoa?
- "Restoration of the land...restoration of the people"
 - ...ultimately, it's all about future generations...kiwi and people
 - ...from 7 to 150 kiwis...(plus the runners!)
- Amohaere - "Visioning is a tradition of this area"
 - The navigation tradition
- The past, present and future...
- ...bringing Wairoa and the world together
- ...for the benefit of both

Community

- **Strong!**
- Te Rerenga Kotuku - members from near and far
- Selwyn - Little Elms
- Mick - CACTUS...growing connection with young people
Thought they were scary...now advises: get involved
- Sonya - Gaiety...in the digital age; Maori Film Festival
- Here and Joy - ...trustees of the Maori Film Festival

A whole new world

- Leo - Anything is possible
- Sheldon - "Getting more income, more diversity out of the hills surrounding our towns."
- Peter - Forestry redefined: new building materials, biofuels, mushrooms
- Amohaere - Improving farming productivity is No. 1 transformation
- Brian - carbon farming
- Doug - Tourism is sustainable when it benefits the destination...Kuaka, Paparoa Marae; "every experience is authentic"
- Robyn - Wairoa District is carbon negative...
...but how to make money out of it?

New models

- Dale - learning...MPowa
- Henry - revival... "She was as dead as a maggot"
- Robert - funding kiwis... "Become a competitive player in the local contracting and tourism area"...instead of bludging or borrowing
- Willie - resolve conflict; park politics; reinvent; pick niche or scale; "business brings enemies together"

New businesses

- Joe - Te Urewera Rain Forest Route
- Chris - Lake to Lighthouse Challenge
- Matt - Generation; micro, local, off-line supply
- **Value**
- Exchange rate...two views:
 - High dollar bad - wipes out income, makes us uncompetitive
 - High dollar good - creates value, drives sophistication, improves competitiveness

New ways

- Doug - Sustainability (e.g. using Green Globe) as a management discipline
- Con - The ETS will kill farming...
...unless the world and farming changes

Big leaps

- Cultural tourism
- Carbon neutral
- Integration of youth and business
- Kuaka - international students
- Attracting energy-intensive industry
- More economic opportunities, jobs in forestry
- Training campus here for local industry
- Helping feed the world...including horticulture, dairying, diversity
- Building well-being industry
- Remoteness is an advantage
- Adopt a kiwi
- Training of our young people as leaders
- Guaranteeing people opportunities
- Selling the story

Big goals

- **Wairoa in 2028**
- Great place to live and grow
- Land to grow things
- Railway line
- Annual hui

- Etc., etc!!!!

He Anga Whakamua...Paving the way forward

- Picking the destination
- Surveying the route
- Proposing the route
- Agreeing the route

- Organising the resources
- Pegging out the route
- Moving earth
- Building the foundations
- Paving the road
- Fit-out with signs

- Stimulating use!

- A road is a journey...not a destination

Our genius

- Our genius is our creativity & originality

- NOT believing in them is our biggest, most-repeated mistake

- We impose unmodified foreign models

- When we forget originality, we fail

- But when we devise uniquely right solutions
 - ...for who we are...what we are...where we are

- When we are true to our genius...

Our genius

...when originality informs, enlivens all we do...

We're brilliant

We're world class

