

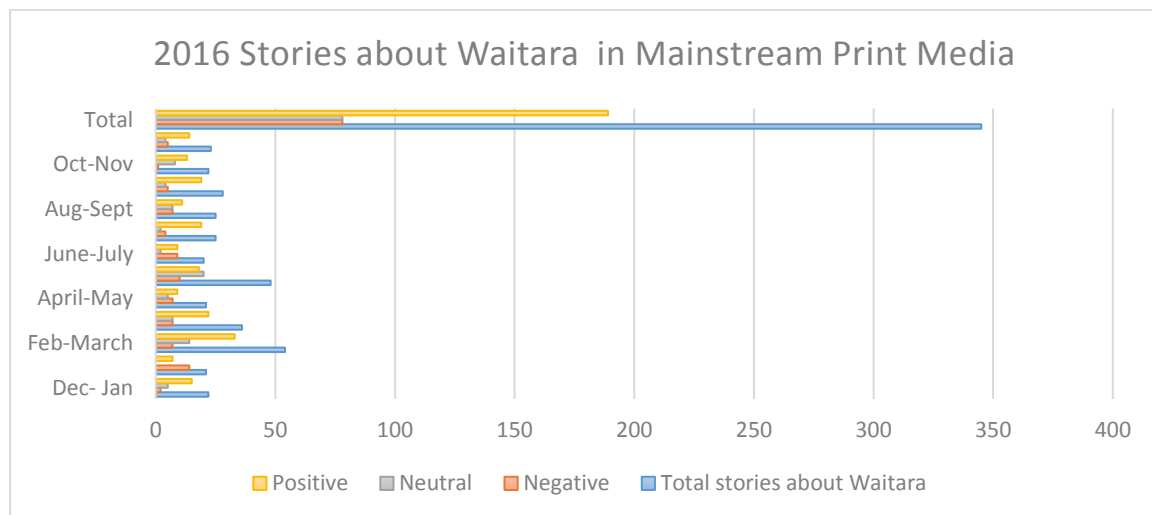
## Community Development Advisor (CDA) Report for AGM 26 April 2017- Report for 2016 year

Waitara Alive gratefully acknowledge funding partners Taranaki Electricity Trust for Waitara Alive operations

### 2016 Goal- *Raise a positive Profile for Waitara*

#### Daily News Stories

One outcome has always been; for every negative story in the media tell two positive stories about Waitara. We measured this initially via mainstream print media – Daily News stories. In the future, given the rise of Social media and other digital platforms it may be prudent to capture stories via these medium too.



Clearly, as shown above, the goal of 2 positive stories for each negative story in 2016 has been achieved. There was a total of 345 stories in the Daily News and 189 of them being positive, 78 Neutral and 78 Negative. This analysis didn't include the stories in the North Taranaki Midweek- as we were writing and providing images for all of the Waitara based stories up to August 2016 under the banner- Waitara Alive with News.

#### Waitara Alive with News

Sixteen editions of Waitara Alive with News were submitted to the North Taranaki Midweek during 2016- approximately 96 stories with accompanying images. From August 2016 the Fairfax Company decided that the format of Community Newspapers would be the same across the country which led to the North Taranaki Midweek unable to continue with partnerships in the community as we had been. This however, hasn't stopped us from alerting the paper to good news stories when we know about them in the community.

#### Website

After a few setbacks with Domain names, Waitara Alive managed to develop a website that is compatible with smart phones, able to link directly to the Waitara Alive Facebook page and provides a portal for the community to connect to each other with FREE listings for all community groups, and businesses. There is also the ability to host printed publications to the website along with community newsletters that link back to the website via a Facebook listing.

#### Facebook

Continues to be a forum with a growing audience. Need to do some more training on how to integrate the website, FB, and other multimedia platforms to best connect with the community and wider audiences.

#### Environment

Along with partners- Otaraua Hapū Waitara Alive won a Taranaki Regional Council environmental award in 2016 for the Kaimoana Survey. Whereby we utilised a scientist and the community to replicate a project undertaken back in 2001 – testing GPS located spots along Waitara reefs and assessing the kaimoana numbers. Along with developing and recording five members of the community – video oral history recordings for future reference.

### **Drivers licencing**

Put one more person through their drivers licence- there is enough funding left to put through about 2-3 people depending on their individual needs.

### **Family violence**

Have a fund that was utilised in 2016 to keep x2 individuals safe by way of a BUPA alarm service and was requested via the community police in Waitara.

### **It's not okay Waitara campaign**

Waitara Alive holds the MSD funded contract for this project. Initiated in December 2016 and ongoing into the 2017 year- trained champions, leveraged community events, developed and installed billboards and other opportunities to raise awareness of domestic violence in our community

### **Work experience**

Waitara Alive took on two work experience persons during the year- One was an unemployed women who became employed after about 5 months with the organisation, she was very helpful with both the website project and the Kaimoana Survey Project. The other person was a women in her third year of a Social Work Degree at WITT. She also obtained work soon after graduation. This person led the Its Not Okay campaign and also did some interviews with local people about the needs and wants of teenagers in the Waitara Community- she completed a report that made some recommendations for the future of young people in our town.

### **Americarna 2017**

Applied for funding and started organising this event in November 2016

### **Strategic Plan**

During the year Waitara Alive Board and staff developed a new 3 year strategy and will be testing the validity of this with the Community during 2017and adjust accordingly

### **Challenges for 2017**

- To satisfy the need in the community for some kind of Waitara Business Association- of which as a charitable trust we would be unlikely to deliver- but could support via current business networks and advocacy forums.
- To hold regular Community Conversations to ensure organisational direction and Values are still valid.
- Launch and encourage community to utilise the FREE Community website- list their events and engage with it and the information- Utilise the FREE google AdWords campaign to drive visitors to the website (\$10,000.00 FREE google AdWords per month) upskill!
- Develop and initiate a community newspaper and multimedia platform for telling the good news stories from in and around Waitara- utilise this paper as the first Social Enterprise to try and become a self- sustaining organisation. Any profit goes back to the community by way of employing people and/or resourcing community projects.
- Follow up on Harakeke Project- (large scale social enterprise idea) test potential partner's appetite for involvement in a community led, innovative high risk- but potential high returns- community development project.
- Securing enough funding to ensure community projects are able to be developed and delivered.
- Continue to independently advocate for the community
- It is likely that Waitara Alive will need to employ at least a part time equivalent to ensure that projects are developed, initiated and completed as per contract parameters.
- Apply for more Curious Minds funding to ensure that Environmental projects are scientifically robust and our community becomes more invested in the wellbeing of our local environmental assets.
- Find a suitable 'supervisor' that can act as a sounding board for CDA