

## Summary

This document summarises the findings of the Innovation Forum, considering the future of Innovation in the Upper Clutha. This initial forum is part of the Shaping Our Future (SoF) process, a community-led actions project. Part 1 of the following document provides a summary of the outcomes of the workshop and key findings from the evening. Part 2 outlines next steps with further detail on the proposed process and a Terms of Reference for the Innovation Task Force, created out of the first forum.

## Executive Summary

This section summarises key findings from the Innovation Forum held on the 13<sup>th</sup> of November 2013 at Gin & Raspberry, Wanaka. This event provided a structured environment to discuss several aspects of innovation and opportunities to utilise innovation within the Upper Clutha community. Initially the participants were asked as a group what is innovation? Key ideas from this discussion are listed below. Participants divided up into groups and the World Café method was used to generate open discussion within small groups to answer two main questions: What are the opportunities for Wanaka and Queenstown Lakes of integrating innovation into who we are? Secondly: What structures/systems could help Queenstown Lakes achieve this vision. Groups were altered between these two questions to provide different dynamics within the groups and key findings from the questions were presented to everyone at the end of each question. The first question raised 5 key topics: common goal; education; localization; environment and business and technology. These are discussed further below. The second question generated 4 key topics: education; community meeting place; local council and local community, and points from these are summarised in the next section.

## Key Points

### WHAT IS INNOVATION

An open discussion with all participants collected ideas and opinions related to: what is innovation? From this discussion the main ideas were that innovation is about considering whether it is the right time for an old idea to be brought forward. The rethinking of our current systems with respect to nature for example blue economy and biomimicry. Innovation also involves the sharing of ideas through community and networks. Innovation involves stepping away from the norm, creating a new system or method of operation, and a shift in perception. Innovation involves value added not just economic but also social and environmental.

## What is in this Document?

1. Summary
2. Executive Summary
3. Key Points – Key findings from Question 1: What is Innovation?

### **4. PART 1- WORKSHOP 1 SUMMARY and OUTCOMES**

- a. Key Findings from Question 2: *What are the opportunities for Wanaka and Queenstown Lakes of integrating Innovation into who we are? If innovation was the vision – what would Wanaka look like?*
- b. Key Findings from Question 3: *What structures/systems could help QL achieve this vision.*

#### 5. Examples

#### 6. PART TWO – TASK FORCE

- a. Our Goals
- b. Our Deliverables
- c. Our Process
- d. Recommendations for task force/steering group.

#### 7. Appendix 1

## PART 1- WORKSHOP 1 SUMMARY and OUTCOMES

### Background

An Innovation Task Force is to be established following a Public Forum held on Wednesday 13<sup>th</sup> November 2013 at Gin & Raspberry in Wanaka.

The purpose of the forum was to gather like-minds and different thinking. Interactive by design, Imagine Wanaka will be a structured discussion, drawing on the rich imagination of the community, to kick the idea of innovation around.

The workshop was based on a series of speakers and table discussions. See appendix 1 for details of speakers etc. Three questions were asked and the workshop attendees were asked to provide feedback. These were written down and verbally feedback to the group. The questions were:

1. What is innovation?
2. What are the opportunities for Wanaka of integrating Innovation into who we are?
3. If innovation was the vision – what would Wanaka look like?
4. What structures/systems could help Wanaka achieve this vision?

Approximately 70 people attended the forum with a total of 32 indicating they would like to be on the **Innovation Task Force**. More detail about the Task Force is provided in the second part of this document.

### Discussions

#### Question 2 – Key Findings

#### What are the opportunities for Wanaka and Queenstown Lakes of integrating Innovation into who we are? If innovation was the vision – what would Wanaka look like?

#### COMMON GOAL

Reevaluating the current systems within the Council Framework and Community to ascertain barriers and obstacles that exist and how these can be reworked to generate a new system. To provide an opportunity to rewrite the rules and create an open mindset. Through looking at past systems, present systems and assessing what we can draw from these to improve future systems. Provide a brand for Wanaka that highlights the strengths of the region and is not just focused on tourism.

#### EDUCATION

The opportunity to develop on knowledge, resources and education potential within the community. Providing an environment to capture the young and utilize Educators and Business Professionals that exist within and outside our community. Develop upon strengths and talent of the Arts, High Performance Sports people and young professionals and to refocus the current education system to have a more Holistic approach. Develop ambassadors for the area who welcome and support new people into the community.

#### LOCALIZATION

Harnessing local talent and transient people to embrace and hold onto valuable knowledge. To provide a structure, for example creating a collaborating space to encourage networking of small business owners.

#### ENVIRONMENT

Community awareness of environment with respect to social and environmental responsibility. Providing a sustainable platform for food to table through farmers markets, community gardens and education. Protecting the strengths of the region like farming, mountains, lakes, and waterways. Looking at opportunities to enhance and develop renewable and energy efficient infrastructures within our community.

#### BUSINESS & TECHNOLOGY

Draw more business related people to Wanaka and attract professionals into the area. Develop a hub to generate and share business ideas. Enhance communication resources and technology available within the community

### **QUESTION 3 – Key Findings**

#### **What structures/systems could help QL achieve this vision?**

#### EDUCATION

Utilising existing infrastructure such as the College building to host summer schools and workshops. Drawing together local talent and knowledge within these spaces to transfer knowledge and pass on skill sets.

COMMUNITY MEETING PLACE – A place to share ideas and learn.

Providing a 'Wharenui' Community space to collaborate, generate and share ideas and grow business. A place where the community can physically link in with the virtual world, draw some focus away from online based resources and forums and have a public place to provide suggestions.

Provide a platform 'Dragons Den Concept' for community to bring forward ideas and have a panel to support and provide structure to facilitate the follow through of ideas. Create a web based community online directory to connect skilled locals with individuals requiring services and trade.

#### LOCAL COUNCIL

Establishing accountability within the current council system by addressing council timeframes and outcomes.

Creating a committee such as a Chamber of Innovation with strong leadership and motivation to encourage, enhance and implement community ideas.

#### LOCAL ECONOMY

Provide community incentives in the form of tax benefits to encourage locals to support the local economy. Adjust measurement factors within the community from GDP focus to happiness, health

and wellbeing. Generate own currency in the form of barter, trade this could be through the time bank.

## EXAMPLES

### Community Hubs

Fremantle Art Centre - <http://fac.org.au/>

The Meeting Place - Fremantle

[http://www.fremantle.wa.gov.au/facilities/the\\_meeting\\_place\\_community\\_centre](http://www.fremantle.wa.gov.au/facilities/the_meeting_place_community_centre)

Love Freo - <http://www.lovefreo.com/>

### CoLabs

The Distiller - <http://www.thedistiller.org/>

Biz Dojo - <http://bizdojo.com/>

<http://colabboulder.com/colab-boulder-coworking-space/>

### Online – Sharing ideas/skills

<http://thekiwicollective.com/>

<http://www.thecolab.co.nz/colab/>

<https://sideracket.com/>

### Other

The Myre Project – utilising an empty myres building for local retailers

<http://myrefreo.tumblr.com/>

<http://www.theblueeconomy.org/blue/Home.html>

## Our Key Findings

- To be discussed from Task Force

## PART 2 – TASK FORCE

### Our Goals

The goals of the Innovation Task Force as agreed in our Terms of Reference:

1. Lead the SoF Forum discussions on Innovation and identify what action need to be taken in order to maintain direction towards districts' 21st Century vision.
2. Prepare a draft paper for community consultation, a Queenstown Lakes District Innovation Strategy focusing primarily on the Upper Clutha.
3. Once established, collaborate with the Wakitipu/Queenstown Innovation Task Force.

### Our Deliverables

Preparation of a draft Wanaka/Upper Clutha Innovation Strategy Options paper. This paper may include, but is not limited to recommendations related to:

- a. Review these terms of reference and report back to the SoF steering group any proposed changes.
- b. Articulate an ideal, resilient innovative future for the Upper Clutha. This should reflect SoF's overarching vision for the district.
- c. Define suitable measures of success for innovation
- d. SWOT analysis of the region's innovation past, present and future
- e. Identify possible innovation infrastructure and networks
- f. Identify barriers to implementing innovation
- g. Create a strategy to achieve the Innovation vision – using the SoF planning process
- h. Highlight 3 of the most effective actions to be carried out in 2014 and make recommendations to the best agency to carry these out
- i. Start this process at step a again.

### Our Process

From the Public Forum a Task force is to be established and meetings held every 4 weeks with new ideas and initiatives uploaded into a working document.

SoF forums use a simple process for decision-making in order to come up with a strategic innovation plan. As shown in figure 1 below, step A is to develop awareness of what is happening in the broader context with innovation nationally and internationally, and the drivers pushing innovation into the spotlight. At this stage a vision for the future of Innovation should also be created using high level principles of efficiency. Step B is to understand the innovation baseline data - what is happening locally and nationally, and what other information/data might be needed. Step C requires a brainstorm of creative solutions and step D to prioritise those actions into short, medium and long-term outcomes.

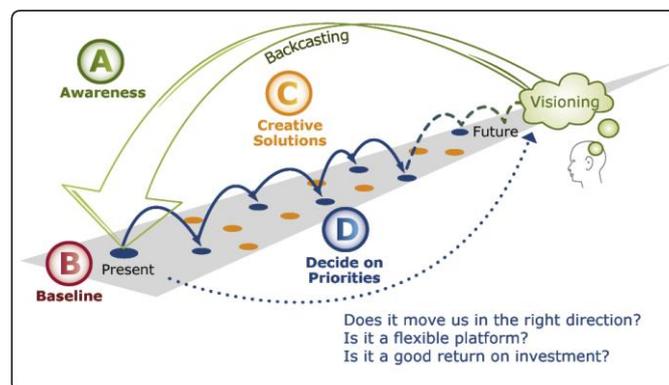


Figure 1: the ABCD Planning Process (Source: The Natural Step)

## Recommendations for Task Force/Steering Group

## APPENDIX 1 – Workshop Summary

### Public Forum #1

Imagine Wanaka – Powering Innovation

**DATE:** Wednesday 13th November  
**TIME:** 7.30pm  
**VENUE:** Gin and Raspberry  
155 Ardmore St - Level 1 (Lift access available)

Join the conversation of innovation in Wanaka. The purpose of the event is to gather like-minds and different thinking. Interactive by design, Imagine Wanaka will be a structured discussion, drawing on the rich imagination of the community, to kick the idea of innovation around.

#### To ponder and discuss:

- How do we foster innovation in Wanaka?
- What are the benefits or barriers for business innovation in Wanaka?
- What needs to be present to make innovation happen here?
- Can a collective approach produce the resources we need?
- How can innovative thinking shape our community?

Consider the session to be a harvest of the conversations already taking place on innovation in Wanaka.

Hosted by Shaping Our Future  
[www.shapingourfuture.org.nz](http://www.shapingourfuture.org.nz)

#### FORMAT

The World Café methodology comprises a mix of speakers and workshops where attendees move from table to table.

**FACILITATOR/SPEAKER:** Jonathan Duncan, Otago Polytechnic  
Centre for Research Expertise CoRE Coordinator,  
Business Improvement

**SPEAKER 1:** Jamie Roy – Social Media Expert  
M// 021 331 245  
E// [info@jamieroy.co.nz](mailto:info@jamieroy.co.nz)  
[www.jamieroy.co.nz](http://www.jamieroy.co.nz)

**SPEAKER 2:** Prue Kane – Long View Trust  
M// 022 677 8141  
E// [info@govino.com](mailto:info@govino.com)

#### FORUM OVERVIEW

8:00pm Event starts. Ella open the event and welcome – the Future of Innovation in Wanaka and the region. Intro of Shaping Our Future process. Ella to introduce Jono.

8:05pm Jono to start with what is innovation? What are the drivers of change creating the space for innovation? (15 mins)

- 8:20pm Speaker - Jamie Roy  
 "After returning home from overseas Jamie has been living in Wanaka for the last 5 years. He has worked and consulted in the social media space since 2007. Tonight he will share his observations of the opportunities for innovation in Wanaka." (15 minutes)
- 8:35pm Question for the forum to discuss ...  
*What are the opportunities for Wanaka and Queenstown Lakes of integrating Innovation into who we are? If innovation was the vision – what would Wanaka look like?* (20 minutes to work on this in groups)
- 8:55pm Table host to feedback into the larger group (10 minutes – 1-2 minutes each group)  
 People are then to move tables (table host stays put) and mix up for the next speaker
- 9:05pm Speaker 2 – Prue Kane.  
 "Prue wears a few different hats at the moment but most relevantly i manage projects funded by Longview Environmental Trust and prior to that spent three years in Melbourne with the InnovationXchange, a company that assisted organisations achieve open innovation through a trusted intermediary service." (15 minutes)
- 9:20pm Question for the forum to discuss ...  
*What structures/systems could help QL achieve this vision?* (20 minutes)
- 9:40pm Feedback into group (10 minutes – 1-2 minutes each group)
- 9:50pm Come back together to discuss (10 minutes)  
 Next steps and summary (Jono). Remind everyone about the SoF AGM
- 10:00pm Finish

## **SPEAKER NOTE**

### **SPEAKER NOTES – Jamie Roy**

At the turn of the century, when fruit orchards predominated, the area was known as the Valley of Heart's Delight. Their Lived a man by the name of Fred Terman. In the 1930's, Fred worked at the Local University as a professor of Electrical Engineering. He was concerned by the lack of good employment opportunities locally for his graduates. It troubled him that his best graduates had to go to the East Coast to find employment, especially in the field of his passion radio engineering. His solution was to establish the then-new radio technology locally. One of his first steps was to bring together two of his former students, William Hewlett and David Packard, you will recognise these names as they were the original founders of H-P. After World War II, when Terman was dean of the School of Engineering, he was successful in attracting research support from a number of sources. Terman was then able to attract a bright new faculty and more students. In addition, he continued to encourage his graduates to start their own companies. Faculty members soon joined in consulting, investing, and, in some instances, founding new companies also.

Many of you know I am talking about the Silicon Valley in the USA. Which is now home to many of the world's largest technology corporations as well as thousands of small start-up's.

I am not saying we want Wanaka to following in Silicon valleys footsteps. The purpose of that example was to explain how innovation was conceived, fostered and still continues to thrive in a specific area.

Currently there is Momentum in Wanaka, I would say we are on a roll. There has been some incredible conversations online, The Gigatown campaign is in full swing and also after the Christchurch Earthquakes many talented professionals have arrived in town. A couple of these people I have been lucky to meet and get know. **People like Grahame Berry in the Bio tech/Science space and Bill Stalker who is very talented in the online world. These two individuals where part of a team that created the fundraiser for Kahu Youth, called Inspire Wanaka.** Ted style talks where mainly locals get the opportunity to talk about what they are passionate about. Wanaka is like a magnet attracting all sorts of exceptional people from around the world.

**So My Question to us as Locals** is are we looking after this talent that is coming into town.

1. *Do they feel welcome, are we providing a platform that allows them to continue their business career with the assets and infrastructure we have around us.*
2. *Are we welcoming their families and supporting them in their first few years as they adjust to living in Wanaka?*

About this time last year it was great to see the energy of new start up in town by the name of Genie Wallet. What a fantastic opportunity for Wanaka to be apart of the Launch of this new business. Just recently I have heard they are moving operation North to be closer to their main markets. Once again as a community have we dropped the ball by not keeping this start up in town or is this an opportunity for New business to use Wanaka as a testing ground before launching Nationally or internationally.

I believe first we need to find what our sweet spot is. This will allow us to attract not just any opportunity. But the right kind of opportunities. If we can then match that with the right local support and infrastructure Wanaka has a real chance of not only sustaining Innovation but allowing it to thrive.

The great news is that we are not starting from scratch, Our town is home to many businesses with a successful track record and great growth. Business like Tallon, Mons Royal, Infinity, D-fa Dogs, Tribe Fitness, Incredible builders and Architect, Skin Alive, the slammer, 1791 Diamonds, March Martinovich who has incredible talent designing rings just to name a few that come to mind.

We also have a strong network of business people who have been there and done that – Many of whom sit on boards and invest in a number of different organisations.

SO Some obvious challenges we face include, a smaller less diversified labour pool, there is limited availability of finance; businesses are further removed from ports & markets, higher education and infrastructure aren't established like in more populated areas.

However, when we identify these disadvantages we can establish systems to mitigate these. Some example can include accessing knowledge from further afield and engaging in online networks – We can see this already in the use of the Local LinkedIn Group that Hetty set up. Distance to Markets or ports can be solved by setting up warehouses/factories in convenient areas, while the business team can continue to base themselves in Wanaka. What it does come down to is the personal attitude and outlook of these entrepreneurs with motivation, confidence and a willingness to embrace new technologies and ways of doing business. These are all key factors in overcoming barriers to innovation in Wanaka.

And if we ask the right questions we can learn from innovative businesses that currently have skin in the game.

When I was living in England in 2007 an opportunity presented itself to work for an online business network called Ecademy. This business was founded in 1998 and its sole intention was to connect for business professionals, and foster collaboration and knowledge. During my year with this company it completely changed my mindset on how a business could be run. This business had 4 full time paid employees that got together monthly. They had a platform that was managing over 500,000 members from over 200 countries. It was its own community and ecosystem.

I also recognised the reality of being business – At times its lonely no matter what size the company you work for, You always had to make decisions Big decisions with limited time and knowledge and to move your business forward had a lot to do with finding the right people at the right time.

Ecademy had identified these challenges so they created what was called a Black Star membership. This was to give serious members the tools they required to excel in their business. Part of being a Black Star was each month members would get together in local cities and towns to network in a structured and proactive way. Coming into this environment was incredible - problems were solves in minutes, energy was restored and people felt less isolated, they could make faster decisions and most importantly they could surround themselves with a team of experts to support them moving forward as and when required.

Tonight reminds me of these Blackstar meetings we used to have in the UK. People coming along with an open mind, eager to share advice, and ready to collaborate and discuss innovative ideas.

WE all know Wanaka is an incredible place to Live, work and play. For us to continue to thrive we need to work together and support new and established businesses in town. We need to understand what our towns unique selling points are for innovative businesses. What can we naturally attract? As a community we need to support these organisation and reduce any factors that may inhibit sustainable growth.

I would like to conclude with Bill Stalkers words I have copied from a Linkedin conversation Amander started over a Month ago. To me these words sound very similar to my intro from fred terman's above.

Let's make Wanaka the hot bed for innovation and build jobs in the tech/design/engineering and the education space. Imagine if moving to Wanaka could be a career move and not just a lifestyle one. Imagine if our kids could grow up here and then build careers at home rather than having to head overseas or to a big city only to dream of one day retiring back to Wanaka. Imagine the benefits of attracting an innovative tech company here that would employ and train highly skilled staff who then start their own innovative companies.

Great vision - Well said Bill.

SPEAKER NOTES – PRUE KANE

Slide 1 - movie

As jono said, my name is Prue and my role tonight is to introduce you to social innovation, of which socket is a great example. More about socket later.

Innovation is one of those terms that gets bandied about so much that you end up not really being sure of its meaning. Well, unfortunately I'm not going to clarify that at all, but rather add another dimension with an introduction of social innovation.

Social innovation, a term you have probably heard, has many a definition.

This is my favourite.....

*Regulative innovations transform explicit regulations and/or the ways they are sanctioned.*

*Normative innovations challenge established value commitments and/or the way the values are specified into legitimate social norms. Finally, cultural innovations challenge the established ways to interpret reality by transforming mental paradigms, cognitive frames and habits of interpretation. Taken together these three classes form the sphere of social innovations.*

I have no idea what that means.

So for today let's simplify it a bit. Julie's seems a bit more sensible.

Slide 2 – definition

New ideas (products, services and models) that simultaneously meet social needs more effectively than alternatives and create new social relationships or collaborations.

Slide 3 – table

As you can see from this table, social innovation is mostly just like business innovation. New idea or new application of an idea, meets a need, requires collaboration etc.

The major points of difference are:

- 1) Social innovation is driven by the need to solve a social problem e.g. hunger, disease, conflict, growing population, access to clean water etc.
- 2) Social innovation has access to not only private funds as with business innovation but also public funds and philanthropic funding.

To provide a little food for thought as we discuss the future of fostering innovation in and around Wanaka I'm going to run through a few different examples of social innovations, and how they meet social needs.

Issue 1 – 25% of children live without electricity.

As you saw from the video, Soccket is a portable energy-harvesting source in the form of a soccer ball that captures impact energy when the ball is kicked and stores it to charge lights and batteries.

Soccket encourages kids to kick a footy around in order to make light for studying, reading or illuminating the home for their families – all why fostering play. In areas where there is no infrastructure for electricity, or families can not afford it, Soccket provides a low cost means of generating electricity that is as portable as a soccer ball – because it is one.

Issue 2: 1.22 billion people lived on less than \$1.25 a day in 2010

Toms is an online store selling shoes and sunglasses – pretty cool ones too. The difference between Toms and your regular online store selling shoes and sunglasses is that for every pair of shoes you buy from Toms, they will donate a pair to someone living in poverty. And for every pair of sunglasses you buy, they donate funds to partner organisations to restore sight to those in need. 60 countries shod and 13 countries visually revived.

Toms are not asking you to donate to charity. They are offering you products for sale, and if you buy them you get something that you love, and someone somewhere gets to wear their first pair of shoes, or have their eyesight restored. And for the billions of people living in poverty – that's pretty huge. Win win!

Slide 6 Protecting the environment

In another example of win win a bit closer to home, Emerald Bluffs is a luxury development with a difference. In this case, purchasers of house sites get a secluded property in one of the most beautiful parts of the world (aka our back yard) and the profits are put back into the environment through mass revegetation in natives, removal of wilding pines, creation of wetland ecosystems, pest control programmes and perpetual protection through strict covenants.

John May, founder of Emerald Bluffs and LET, recognises that development is necessary but also saw a way to enhance and protect the environment in the process. The building platforms are individually designed to protect privacy and existing landforms and vegetation as well as reduce visibility of homes from the lake and public roads.

To take this a step further and encourage houses on site to achieve exceptional levels of sustainability Longview Environmental Trust, which is the charitable arm of Emerald Bluffs,

commissioned the development of a sustainable building design tool. This tool assesses the carbon footprint of a house – both embodied energy and in use, and includes a carbon calculator that assists homeowners and their designers to assess the impact of different materials and building practices throughout the design process.

#### Slide 6 Funding the third sector

The issue is that there are a lot of charities and not-for-profits (that make up the third sector) and they all require funding. Many are reliant on the government. But governments have limited funds, and often only offer funding on a short term basis, which puts pressure on organisations to get fast wins – not always the best wins.

Social impact bonds offer a collaborative funding solution.

To explain the concept I'll use an example about a prisoner rehabilitation programme that aims to lower the rates of prisoners reoffending after release from prison.

Socially conscious investors can invest in this program. If it achieves pre-determined outcomes, in this case lower rates of released prisoners reoffending after one year, the government will repay investors plus returns. If the program fails to reach the outcomes, the government doesn't pay and the investors lose their investment.

It's a win for investors as they can invest in social change and get a reasonable return; it's a win for service providers as they have a chance to prove their efficacy and demonstrate the value of their service for longer term funding; and it's a win for the government because it saves money as they only fund successful programs. And as for the prisoners? Well, it's kind of a made up example but I like to think they're winning too.

#### Slide 8 one percent collective

A NZ initiative tackling funding for charities, One Percent Collective, is tapping into crowd power. Lots of people want to donate to charity, but they don't always get around to doing it, or they feel like they can't donate enough to make a difference, or they can't decide what charity to donate to, or they think their donation will be spent on admin instead of the cause itself.

Pat Shepherd, founder of OPC, makes all those things easy by encouraging collective generosity. His model is designed around everyone donating 1% of their income to charity, and together making the world a better place.

One Percent Collective takes donations from individuals and businesses and passes 100% of those donations on to the member charities. You can choose which charities your donations go to, one or many, and because your donation is a percentage of your earnings you aren't committed to anything more than you can afford.

Pat is also tapping into his connections in the music and art worlds to create a OPC community. So that donors feel like they are part of a movement – or the giving evolution as Pat calls it.

So, what are the common denominators for these, and other, social innovations?

- Exchanges of ideas and values. e.g. No single component of success is new – it's the combination of components that make it innovative.
- Shifts in roles and relationships e.g. investing in the third sector rather than donating to it like with the social impact bonds.
- The integration of private capital with public and philanthropic support e.g. using the profits from sales of products such as TOMS shoes or EB real estate to fund charitable activities.

For both social and business innovation, I believe that collaboration is key. But there are many different models of collaboration, and it is not a one size fits all solution.

Different models exist for consideration

- 1) web portal e.g. ninesigma, incentive etc,
- 2) a trusted third party e.g. intermediary service such as the InnovationXchange
- 3) formal structure or network e.g. The Churchill Club of silicon valley, or the Icehouse in Auckland.
- 4) lead a horse to water and see if it drinks approach e.g. drinks once a month

These and other options are all available to Wanaka, but none of them work without people driving them forward.

So the opportunities are there for us – but

APPENDIX – Whiteboard and Workshop Discussions.

**Question 1:**  
***What is innovation?***

**WHITEBOARD OPEN DISCUSSION**

- Open source
- Stepping away from the norm
- An old idea for a new time and or environment.
- Linking of previous networks
- Transformational change
- Solving problems.
- Creative energy.
- Embracing and creating Change.
- Blue economy
- Shift in perception.
- Community networks.
- Application of new ideas.
- Systems.

**Question 2:**  
***What are the opportunities for Wanaka and Queenstown Lakes of integrating Innovation into who we are? If innovation was the vision – what would Wanaka look like?***

**WHITEBOARD OPEN DISCUSSION**

- Use school facilities and resources.
- Innovation capital of NZ
- Linking everyone together
- Mount Aspiring College – use recourses.
- Environmentally responsible
- Localisation
- Define
- Renewable energy
- Blue Economy
- Farming
- Better communication
- Small Goals
- Arts
- Take responsibility
- Holistic education
- Networking caved people
- Welcome new talent and skills.
- High performance sport
- Progress in future
- Better technologies
- Electronic communications
- Innovative ideas

- Strengths
- Re use resources
- Do things faster – internet and also council processes
- New mindset
- Harness talent
- Co-Create
- Distinct
- Supporting local
- Gigatown
- No default to begging
- Celebrate success
- Make people aware of successes
- Economic growth
- Connecting with other communities
- Recourses
- Re write the rules
- New organic system
- Translate across borders
- Collect knowledge
- Outside world communities
- Who we are?
- Big Company Hubs
- Innovative environment
- Food to table
- Visuals
- Drivers
- New ideas not existing
- Built conversations
- New Technology
- Resources and produce

## **VISION / COMMON GOAL**

- Define who we are
  - We are here for lifestyle
  - We love this place
  - Contagious lifestyle
  - Seasonal and professional
  - Community
  - Promote lifestyle including the career aspect.
- Willingness to think differently
  - Risk takers
  - Think outside the square
  - Not influenced
- Play to our strengths
  - Talent
  - Community
  - Networks
- Change the view of corporate companies and encourage the opportunity to work in Wanaka as an incentive or retreat.
- 'Business working lunch' –
  - On a paddle board – I'm at work
  - I'm fishing – I'm at work
  - Meetings on chairlifts and bikes.
- Becomes our identity

- Changing mindset – new can do attitude
- Looking at other successful towns - Whistler, Boulder, Silicon Valley
- Holistic Approach.
- Taking down obstacles and breaking down barriers
- Ideas need space and speculation
- How do we infiltrate?
- What do we want to grow?
- What is the role of innovation?
- Community –
  - Forward movement.
  - Co create to build together,
  - not default to particular hierarchical systems.
  - Building conversations.
- Embrace culture and religions to give ideas.
- Change what people think of Wanaka being more innovative.
- Heart of community
- True to us
- Matters what we think of us.
- Learn from resources
- Raise Vision
- Problems become opportunities
- Isolation from influences – new ideas
- Create a Chamber of Innovation
- Attract visitors to Wanaka – how? How do we get them to stay
- Raise vision
- Perception
- Make people aware
- Start small, take small steps
- Increase communication methods
- Make smart goals
- Innovation Hub – incubator
- Innovation Capital of NZ

## **EDUCATION**

- Wanaka – Wanaga - Traditionally known as a place of learning and enlightenment.
- E learning – hub where students and teachers, lecturers can teach remotely.
- Sport Facilities
- Arts – Film, music, events
- Sustainability
- Holistic healthcare and rehab.
- High performance sport facilities.
- Social enterprise/arts.
- Mentor, ambassadors, role models to link in with
- Education from embracing guardianship, social enterprise, environment derived education.
- Growing the community through learning.
- Link in different ages at school
- Tertiary education – empty school /s summer school.
- Centre for Excellence.
- Businesses partaking in field training ie; cinema training. Assisting people back into workforce after illness or disability.
- Place of healing and health.

## **LOCALISATION**

- Harnessing talent

- Food capital of NZ
- Expand local produce
- Create a culture that supports local businesses.
- Services
- Sports
- Produce – Food and market
- Music
- Arts
- Sharing recourses and knowledge and putting back into the community.
- Local economy/incentive
- Local before export
- Snow Industry
- Tourism Industry
- Farming
- Keeping locals
- Network innovation leaders and entrepreneurs.
- Creating young talent and creating ambassadors
- Transient talent
- Sports professionals – creating future Olympians
- Professionals – ie; world Olympic halfpipe cutter
- Mentoring
- 

## **ARTS**

- What about the Arts?
  - Arts College
  - Sculpture
  - Utilising MAC resources i.e. Lathes, outdoor pursuit
- Film Studios
- Music – educating, events, recording studios

## **TECHNOLOGY**

- Film
- Music
- IT
- Gigatown – create faster internet to be able to
- Education
- Energy
- Working efficiently within the view of technology aids in the development of a healthier lifestyle.
- Global 24hrs working.

## **ENVIRONMENT**

- Protect environment
- Emerald bluffs example
- Lifestyle
- Te Kakano Trust example.
- Land
  - Primary produce –
  - Copenhagen Example
  - Food to table
- Local Environmental assets
  - Climate
  - Mountains – Ski Industry/Climbing

- Lakes Rivers
- Farming – food production/stone fruit.
- Lifestyle
- Energy
- Renewable energy – great opportunity
- Energy efficient systems.

## **BUSINESS GROWTH**

- Wedding industry
- IT
- Hosts for World Class Events – Challenge Wanaka, Winter Games, War birds Over Wanaka – embracing
- Ski resorts – combine passes to make affordable for locals.
- R & D
- Business incentives
- Arts/Music/Film Industry
- Presumption innovation = economic growth
- Sharing recourses
- Blue Economy
  - Natural Systems

### **QUESTION 3:**

***What structures/systems could help QL achieve this vision?***

## **WHITEBOARD DISCUSSION**

- Mentoring innovation
- Connectivity
- New connections outside of social media
- Suggestions – Networks
  - Social media
  - Feedback
- Broadband
- Directory of skills
- Sharing
- Grow the pie
- Branding
- Collaboration
- Organisations where ideas are not followed through - follow up.
- Coop
- Local economy
- Happiness rather than GDP
- Dragons den

## **STRUCTURES /SYSTEMS**

- Creating awareness to get the right people together.
- Accessibility.
- New connections
- Bringing difference people together, outside of social media.
- Leadership
- Accountability
- Ownership
- Motivation
- Self funded innovation.
- Branding – What is Wanaka really about?

- Currently tourism focused but so much is missing. One dimensional a lot other stones that could and would feed into it. Holistic Approach, campus, tertiary education and sustainable living. There is a lot of well-documented brilliance that is not being communicated outside of Wanaka.

## **INFRASTRUCTURE/COMMUNITY CENTRE**

- Airport – Explore the ideas of bring the airport back to Wanaka. Would this help or hinder?
- Sports Centre
- Community Hub/Colab – a place to get together to seed ideas and achieve growth.
- Wharenui – Heart of Community Identity – Community meeting place.
- Community centre – a place to share ideas and learn.
- Community centre/hub – to learn and hold workshops.
- Colab space – to work from and share ideas and skills.
- Conference and larger auditorium for bigger corporates to come on a regular basis with capacity to hold and host people from all over the world.
- 

## **COUNCIL**

- Council timeframes to be addressed.
- Council approach towards business growth. Need to nurture business. Rules (i.e. Sign bylaws).
- Events – arts
- New mindset – can do attitude
- Removing obstacles
- QLDC need to be to be a lot more small to medium business friendly. Currently time consuming and expensive therefore give up.
- Local governance – council facilitator for ideas. Catalogue to connect.
- Council
  - Services and support
  - Top Down?
  - What Role?
- Bureaucracy kills.

## **ECONOMY**

- Open local economy
  - Tax cut-offs for selling local
  - Transparent debate about policy
  - Protect time bank- exchange trade.
  - A social enterprises money system.
- Rewards for local economy versus sending nutrients out of town of tax incentives.
- Open organic system with language and currency that translates
- Taskforce to interpret now needs to old systems.
- Internally funded community projects
- Financially backing
- Diversified economical district board.
- Independent financial institution with own currency.
- Own resources, production of primary resources 'More, More. More'
- Keeping and harnessing local talent. ie; Genie Wallet example

## **TECHNOLOGY/ONLINE RESOURCES**

- Web based community hub
- Online directory of skills and innovation
- Online platform for people looking for specific knowledge to received free advice from local and transient experts.
- Timebank – expand on original concept

- Suggestions facility
  - Virtual
  - Create networks
  - Harnesses ideas
  - Open Forum
- Post a Note
- Trading Post
- Discussion Forums – Shaping Our Future
- Gigatown Wanaka concept – Wanaka Based Web Hub – all inclusive.
- Gigatown Wanaka – UFB Growth, infrastructure brings
- Virtual networks, networking events, telecommunications.
- Structured community inclusive – Focus groups.
- Advanced printing systems – 3D Printers, advanced die cutters and laser cutters.

## **EDUCATION**

- E learning Hub
- Old Wanaka Primary Ground premises
- Existing College and Primary School premises to host summer school.
- Community Centre, which holds workshops.
- System to keep our young people in Wanaka with sustained jobs.
- Workspace for retired elderly to share skills with young people ie; carpentry, mechanics, sewing.

## **LOCAL PRODUCE**

- Farmers Markets
- Food systems as core model
- Local Made Produce Markets
- Utilising existing buildings for market spaces

## **SUSTAINABILITY**

- Rideshare – transport
- Food & Produce ie: Organic Express - <http://www.organicexpress.co.nz/>
- Wanaka Wastebusters - Educate – Encourage and expand on <http://www.wanakawastebusters.co.nz/at-school/about-simon/>
- Housing
- Business
- Community gardens – to connect and learn new skills and support local produce.

## **HEALTH**

- Ambassadors for health sector – ie; Canlive - <http://www.canlive.org/>
- Embrace healing and alternative healing
- Rehabilitation opportunities.

## **FORUMS/CONCEPTS**

- Meetings/focus groups/task force
- Web based directory
- Dragons Den concept – Wanaka Panel
  - panel for business case to offer direction
  - Share ideas on web.
- Innovative Capacity in Wanaka that could solve problems and create income streams.
- Sharing in private business as we do in private sphere
- Harvesting the philanthropy within our community.
- New framework, overthrow bureaucracy
- Pecha Kucha - format for open discussion

## FORUM VOLUNTEERS

VENUES	Gin & Raspberry Lakes Bar
SCRIBES	Riley Christie Lisa Chambers
VIDEOGRAPHER	Sharon Parker
DESIGN	Jo Lynch – Jolt Marketing Leigh Cooper – Leigh Cooper design
FACILITATORS	Amanda Grace Richie Johnston Maggie Lawton Megan Williams Zeph Wadsworth Carmeny Field

## CONTACT

Ella Lawton,  
M// 021 735 981  
E// [ella.lawton@op.ac.nz](mailto:ella.lawton@op.ac.nz)



Food come  
need discuss  
steps integrating skills lot  
**Innovation**  
companies structures/systems area share Create  
**innovation** world  
social different Holistic opportunity talent like  
**new place** innovative process  
produce **community**  
Local systems back opportunities technology Arts  
people networks support resources  
**business** Task  
region infrastructure time  
**Wanaka** example knowledge help two minutes Open  
young businesses look home structured document  
**Community ideas** make locals get  
SoF Council local vision online barriers based  
Centre generate right education New  
living established provide environment future  
Future Gigatown questions host platform  
learn Business use system town  
mindset Question groups group idea  
Sports move table achieve incredible first  
small outside Imagine encourage  
connect discussion just forum strengths  
**together** learning current  
energy school findings  
company start council also created  
conversations members  
media attract Lakes Raspberry key Key  
Shaping economy create open  
Forum work forward  
space creating ie  
lifestyle professionals College  
**within** Force  
Sharing growth great  
around Gin