

WELLINGTON CITY COUNCIL'S DRAFT LONG-TERM PLAN 2012-22: SOUTHERN WARD SUBMISSION FORM

0151

NAME AND CONTACT DETAILS		Feedback on other Council initiatives: (Please tick)		Y	N		
First name	Vaughan	Last name	Little				
Street address/Suburb/City	71 Norway St Kelburn Wellington		7	I/We support having a say on whether Wellington City Council should amalgamate with other councils in the region and how the city should be governed in the future.	/		
Phone	021 0822 6896		8	I/We support any change such as amalgamation having to receive support through a referendum.	/		
Email	vaughenlittle@hotmail.com		9	I/We support strengthening community events (Island Bay and Newtown Festivals) and keeping regulatory fees minimal.	/		
I would like to make an oral submission: (Please tick)		Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>	10	I/We support the development of a new Seafood Festival.	/	
For general comments please write on a separate form - see details on reverse.							
Feedback on key proposals in the draft Long-Term Plan: (Please tick)		Y	N	Feedback on other issues raised by the community: (Please tick)		Y	N
1	I/We oppose the Botanic Gardens, Otari-Wilton's Bush and the Happy Valley tip being transferred to council controlled companies.	/		11	I/We support our city's parking wardens being brought back in-house and run by council.	/	
2	I/We oppose the yellow rubbish bag collection service and the council's works unit, CitiOps, being outsourced or privatised.	/		12	I/We oppose the closure or sale of community assets such as Vogelmoor Hall and Municipal Golf Course.	/	
3	I/We support a referendum being held on whether to privatise council's strategic assets in the future.	/		13	I/We support the creation of a one-stop-shop within council to help small businesses.	/	
4	I/We oppose the encroachment policy and the implementation of rental fee rate increases.	/		14	I/We support the creation and development of youth suicide prevention initiatives.	/	
5	I/We support the development of a new community and cultural centre in Newtown (from 2016/17).	/		15	I/We support more resources to eradicate graffiti and tagging in Wellington south.	/	
6	I/We support the increase in council's grants funding to community groups.	/		16	I/We support a review of parking and transport projects in Newtown.	/	
				17	I/We support the development of a volunteering strategy.	/	

Note: All submissions (including name and contact details) are published and made available to elected members and the public. Personal information will be used for the administration of the consultation process.

consultation process. see attached

Sub 239

WELLINGTON CITY COUNCIL'S DRAFT LONG-TERM PLAN 2012-22: SOUTHERN WARD SUBMISSION FORM

0157

NAME AND CONTACT DETAILS		Feedback on other Council initiatives: (Please tick)		Y	N		
First name	Vaughan	Last name	Little				
Street address/Suburb/City		71 Norway St Kelburn Wellington					
Phone	021 9822 4896						
Email	vaughanlittle@hotmail.com						
I would like to make an oral submission: (Please tick)		Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>		
For general comments please write on a separate form - see details on reverse.							
Feedback on key proposals in the draft Long-Term Plan: (Please tick)		Y	N	Feedback on other issues raised by the community: (Please tick)		Y	N
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				17	I/We support the development of a volunteering strategy.	<input checked="" type="checkbox"/>	

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consultation process. see attached

Nicole Tydda

From: Baz Kaufman on behalf of BUS: Annual Plan
Sent: Wednesday, 9 May 2012 3:40 p.m.
To: BUS: Long Term Plan
Subject: FW: Crrs WGTNcc LT CCP 2012-05-08 don s. mcDonald 04/389-6820..
Attachments: Crrs WGTNcc LT CCP 2012.docx; Hanson east w-down toby 8-4-12 LTCCP.PNG

He wants an oral hearing

From: Don S. McDonald 389-6820. [mailto:mcdonewt@yahoo.co.nz]
Sent: Tuesday, May 08, 2012 5:20 PM
To: BUS: Annual Plan; Paul Eagle; Don S. McDONald; Don McDonald; Ian Hunter
Cc: Celia Wade-Brown
Subject: Crrs WGTNcc LT CCP 2012-05-08 don s. mcDonald 04/389-6820..

Crrs WGTNcc LT CCP 2012-05-08 ATTACHED////////////////////////////////////

Submission.

Efficient effective management.

Don S. McDonald

Apt 16-181 Daniell/Roy Sts

Newtown 6021

0277 845 900.

Easter Sunday 8-4-07/12.

Walk from 149 Hanson St, Stoke St, Millward Lane Riddiford Mansfield Roy.

Rintoul st.

All along street neglect.*****

Fatal wires down, leaking tobies/ sewerage, firewood garage, nails on footpath.

Union hardware

Tagging. Art project.

Why !!

O800 x555. Police.

Yours sincerely attach slideshow. mcdonewt@yahoo.co.nz

Oral presentation – individual. Confirm see png photos snipping tool.

>>>

*** PLEASE UPDATE new address. from 22/8/11.

Flat 16- 181 DanieLL St, Newtown*** Wellington 6021 New Zealand.

[old address..63/3 Hutchison Rd Newtown 6021.]

Don S. mcD.onald ... please 2 repeat two sentences for query or explanation/

follow 'mcDOnewt' on twtr, faceb, yahoo. <http://Twitter.com/mcDOnewt> ** <http://whitepages.co.nz> ,

txt is best / Telecom mob .. 02-77-845-900.

-T. +64 ***(4) 389-6820. call ID/ mind, Newtown pg**312.**

E. mcDOnewt@yahoo.co.nz

pictures <http://picasaweb.google.com/do.no.gamb>

95% Valid issues FIXIT? CLOSEUP i/view 27/6/05 FAULTY??

blog. don.lotto nz http://groups.google.com/groups/search?scoring=d&filter=0&enc_author=Bk-8oBkAAACvuYpBIZq08NkFSusnAaLEJcviaLn9uCnHm6jh7Oks9Q

Go Bus! Grab oppor'ty park car. 25-1-12. NZDT [click.]

home page : <http://www.gadot.wellington.net.nz/darksky/pe.htm>

<http://wcl.govt.nz/mygateway/newspapers.html>

idiot Yahoo ?? signature THEN general to save!!

Crrs WGTNcc LT CCP 2012-05-08

Submission.

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Union hardware

Tagging. Art project.

Why !!

O800 x555. Police.

Yours sincerely attach slideshow. mcdoNewt@yahoo.co.nz

Oral presentation – individual. Confirm see png photos snipping tool.

Nicole Tydda

From: mcdoNewt@yahoo.co.nz
Sent: Thursday, 10 May 2012 11:50 a.m.
To: BUS: Long Term Plan
Subject: Draft Long Term Plan-20120510114932

First Name: don s.
Last Name: mcDonald
Street Address: apt 16-181 danieLL/Roy sts
Suburb: newtown
City: wgtn CC
Phone: 04 389-6820
Email: mcdoNewt@yahoo.co.nz

I would like to make an oral submission: Yes

I am making this submission: individual

Type of organisation: Community

Other details: magnolia club

General comments: i have to pee every 20 min. no toilets x 2 cubicles
newtown library 10 000 pop. ow. waiting. need 10 minutes plan. all busy. no
water courtenay place ian hunter iro reptd 6 mth. no hand towels/ drier. terrible.
disgrace photo. angela fred.

Nicole Tydda

From: mcdoNewt@yahoo.co.nz
Sent: Thursday, 10 May 2012 11:59 a.m.
To: BUS: Long Term Plan
Subject: Draft Long Term Plan-20120510115859

First Name: don s.
Last Name: mcDonald
Street Address: apt 16-181 danieLL/Roy sts
Suburb: newtown
City: wgtn CC
Phone: 04 389-6820
Email: mcdoNewt@yahoo.co.nz

I would like to make an oral submission: Yes

I am making this submission: individual

Type of organisation: Community

Other details: magnolia club

Comments about building resilience: quality public toilets, toilet paper, flush. no pub toil newt newworld/mcdonalds. drugs and alcohol in toilets. hand basin no water. hand towel. locks and doors. ctnayp plc. leaking tobies/elec power phone water. continue smart newtown free cmtly computing. good bus shelters RTI and visual lines, for see bus approach. PUBLIC TRSPT. millward lane art. tagging repeatedly cmtly art project. fpaths- no cycle skate. peds.

General comments: i have to pee every 20 min. no toilets x 2 cubicles newtown library 10 000 pop. ow. waiting. need 10 minutes plan. all busy. no water courtenay place ian hunter iro reptd 6 mth. no hand towels/ drier. terrible. disgrace photo. angela fred.

Crrs WGTNcc LT CCP 2012-05-08

Submission.

Efficient effective management.

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Apt 16-181 DanieLL/Roy Sts

Newtown 6021

0277 845 900.

Easter Sunday 8-4-07/12.

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Rintoul st.

All along street neglect.*****

Fatal wires down, leaking tobies/ sewerage, firewood garage, nails on footpath.

Union hardware

Tagging. Art project.

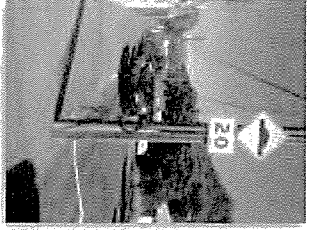
Why !!

O800 x555. Police.

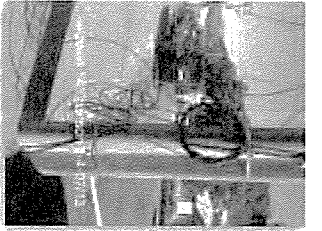
Yours sincerely attach slideshow. mcdoNewt@yahoo.co.nz

Oral presentation – individual. Confirm see png photos snipping tool.

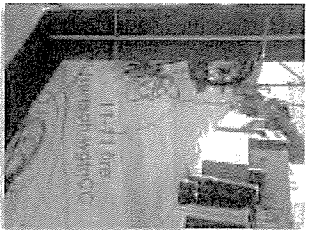
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continued



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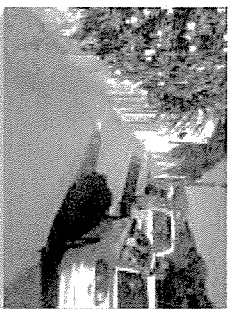
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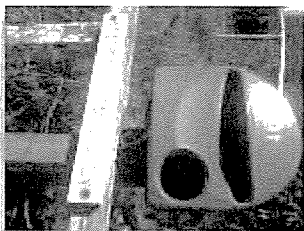
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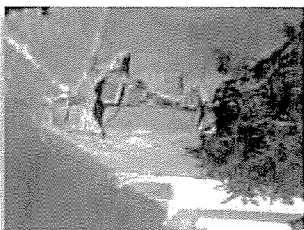
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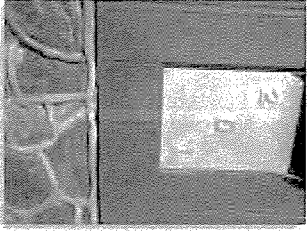
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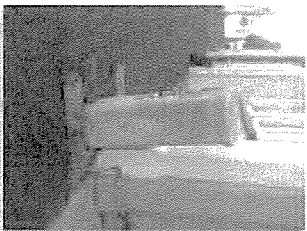
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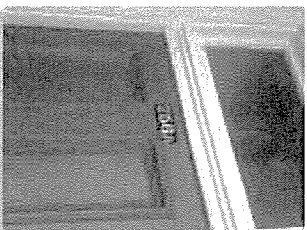
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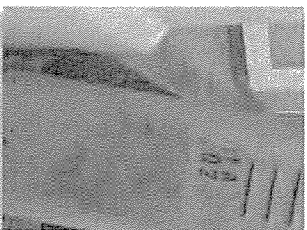
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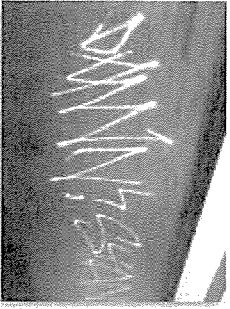
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Rating: Dimensions: 1280 x 960

Size: 404 KB
Title: Add a title

Authors: Add an author
Comments: Add comments

Camera maker: Telecom
Camera model: SCP-8500

Subject: Specify the subject
Flash mode: No flash function

Date cr

Nicole Tydda

From: mcdoNewt@yahoo.co.nz
Sent: Monday, 14 May 2012 4:37 p.m.
To: BUS: Long Term Plan
Subject: Draft Long Term Plan-20120514043710

First Name: don s. sub 458
Last Name: mcdoNald
Street Address: 16181 danieLL/ Roy sts
Suburb: newtown
City: wgtnCC
Phone: 0277845900
Email: mcdoNewt@yahoo.co.nz

I would like to make an oral submission: Yes

I am making this submission: individual

Type of organisation: Community

Other details: magnolia club

General comments: Depty Mayor ian McKinnon. BasinRes Shackel motors
Kent tce. road subsidence 8 yrs bus stop. 1111 not want to know. peter clavier
raffle. 120512. twice before KFC elliott hswes presbyter. green bus lanes.
danger.

Nicole Tydda

From: Baz Kaufman
Sent: Tuesday, 24 April 2012 10:09 a.m.
To: BUS: Long Term Plan
Subject: FW: What the Council needs is a Model Litigation Policy

From: Linda Vekula **On Behalf Of** Garry Poole
Sent: Tuesday, April 24, 2012 9:28 AM
To: Baz Kaufman
Cc: Sally Dossor
Subject: FW: What the Council needs is a Model Litigation Policy

Baz

Michael Gibson has sent in a submission in respect of the Draft Long Term Plan and requests to be heard in promotion to that submission. Please see his email below. I will leave it to you to respond to him.

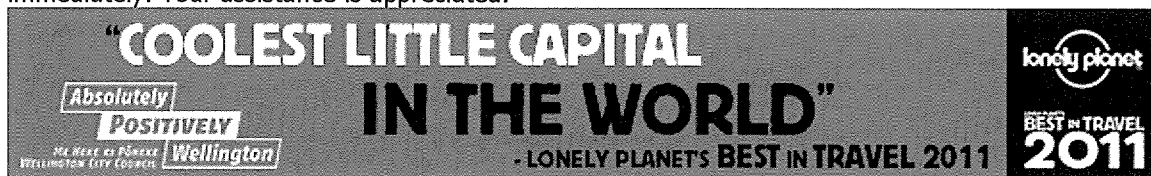
Thanks

Linda

Linda Vekula

Executive Assistant to the CEO
Council offices, 101 Wakefield Street
PO Box 2199, Wellington, New Zealand
Ph 64-4-801 3462, Mobile 021-247 8739, Fax 64-4-801 3015
Email linda.vekula@wcc.govt.nz, Internet www.Wellington.govt.nz

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From: Michael Gibson [<mailto:michaelpcgibson@hotmail.com>]
Sent: Tuesday, 24 April 2012 8:37 a.m.
To: Garry Poole
Subject: What the Council needs is a Model Litigation Policy

Mr. Garry Poole
Chief Executive Officer
Wellington City Council
April 24 2012

Dear Mr. Poole.

26/04/2012

Please treat this as a submission in respect of the Council's 2012-2022 Draft Long-Term Plan.

It follows my address of August 31 2011 to the Council's Strategy & Policy Committee on the last occasion when we were both present together in the Council Chamber.

You will recall that I spoke on the Report headed "Plan Change 73: Curtis Street Rezoning". This was a Report for which the Council's Standing Order No. 148 makes its Chief Executive specially & specifically responsible.

You will also recall that I started my address by saying that both the Council's Chief Executive & its lawyers should consider their 'higher duty' when considering matters which might involve litigation.

For obvious reasons it would be of benefit to your successor as the Council's Chief Executive for this sentiment to be codified.

I commend to the Council codification in the following form:

MODEL LITIGANT POLICY

WELLINGTON CITY COUNCIL, 2012

Introductory

This Policy was introduced following the consultation phase of Wellington City Council's consideration of its 2012-2022 Draft Long Term Plan.

The adoption of the policy is motivated by the recognition of the need to be fair to all citizens particularly when any of them is confronted by the power of the Council in matters involving litigation.

The policy reflects the principle that the Council has a 'higher duty' in its litigation activities by virtue of its being a public body which is publicly funded.

In particular the policy is designed as a guide for the Council & its legal representatives with the objectives that litigation should always be avoided when this is possible & that the costs of litigation be kept to a minimum when this can be achieved fairly & in the overall public interest.

It is intended to reflect the existing law and is not intended to amend the law or impose unduly onerous additional legal or professional obligations upon legal practitioners or other individuals.

Responsibility for Policy

- 1. Ensuring compliance with this policy is primarily the joint responsibility of the Council's Chief Executive & its senior legal official.**
- 2. Issues relating to compliance with this policy are to be referred to both the Council's Chief Executive & its senior legal official.**
- 3. Lawyers engaged in litigation on behalf of the Council, whether in-house or external, are expected to act in accordance with the principles stated in the policy and to assist the Council to comply.**
- 4. The Council may issue further guidelines relating to the interpretation or implementation of the policy.**

Application

- 5.1 This policy applies to the conduct of all matters which might involve the Council in civil litigation (referred to in this policy as litigation).**
- 5.2 It requires formal consideration to be given to the avoidance of litigation by means of alternative dispute resolution or similar negotiation.**
- 6. The Council will act as a model litigant in the conduct of litigation.**

Meaning of 'Model Litigant'

- 7. The Model Litigant Policy means more than that the Council merely acts honestly and in accordance with the law and the court rules. It also goes beyond the requirement for the**

Council's counsel to act in accordance with their ethical obligations. It requires the Council to act with complete propriety, fairly and in accordance with the highest professional standards.

8. The policy requires the Council specifically:

8.1 To take and defend litigation in accordance with the Council's statutory functions arising under a range of statutes, and at all times to act according to the Council's role & purpose as a responsible local authority.

8.2 To deal with litigation promptly and efficiently and without causing unnecessary delays or expense, and to seek to have cases resolved as early as is appropriate and on such terms as are appropriate.

8.3 To apply an even-handed approach in the handling of litigation.

8.4 To consider the possibilities for, and initiate where appropriate, alternative means of avoiding or resolving litigation, including by cooperation or other agreed resolution & accordingly to make appropriate recommendations to the relevant Committee of the Council or to the Council itself.

8.5 To be responsible in its spending of public funds in relation to litigation.

8.6 To endeavour to avoid, prevent & limit the scope of legal proceedings wherever possible.

8.7 Not to seek to take inappropriate advantage of an impecunious opponent or other responsible opponent with clearly limited funds such as a Residents' Association.

8.8 Not to seek to contest matters which it accepts as correct.

8.9 Not to seek to take unmeritorious points for tactical reasons.

8.10 Not to pursue appeals unless, in the opinion of the Council's Chief Executive & its senior legal officer, there are reasonable prospects of success and /or the appeal is otherwise justified in the public interest. (It is recognised that the filing of an appeal may be justified in the public interest where it is necessary to avoid prejudice to the interests of the Council pending the receipt of proper consideration of legal advice - provided that a decision whether to pursue the appeal is made as soon as is practicable.)

8.11 Not to contest liability if the Council's representatives have formed the conclusion that the matter in fact concerns quantum.

9. The policy permits the Council to act decisively and properly to protect and advance its interests in its capacity as a local authority with both regulatory and enforcement responsibilities. It does not preclude the taking of all legitimate steps in pursuing litigation, or the testing of claims and defending against claims made by others. In particular, the policy does not preclude the Council from:

9.1 Enforcing costs orders and seeking to recover costs.

9.2 Relying on legal professional privilege (unless waived) and other forms of privilege and claims for public interest immunity.

9.3 Pleading limitation and other defences.

9.4 Seeking security for costs.

9.5 Opposing unreasonable, oppressive or vexatious claims or processes.

9.6 Opposing applications for leave to appeal or leave applications arising from a party's failure to comply with the Court's rules or directions.

9.7 Requiring opposing litigants to comply with procedural obligations.

9.8 Moving to strike out untenable causes of action, defences or proceedings.

9.9 Declining to settle litigation when settlement will not satisfy the Council's policies & obligations *noting* that in the event of any doubt regarding the nature or efficacy of the policies of the Council, or any other matter, then reference must be made to the relevant Committee of the Council or to the Council itself.

10. When participating in alternative dispute resolution, the Council must ensure that its representatives:

a) participate fully & effectively, &

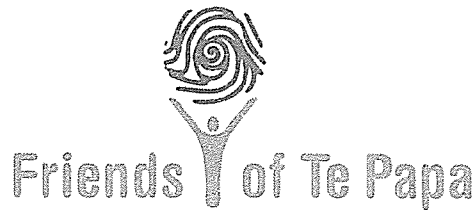
b) have authority to settle the matter so as to facilitate an appropriate & timely resolution.

11. This policy will be the subject of a Report to the Council & a Review at least once a year at about the time of the adoption of the Council's Annual Report.

Finally: there has been concern expressed about the possibility of corrupt behaviour involving some aspects of the relationship between the Council & some developers. Since I have a personal connection with the author of the phrase "Power tends to corrupt", which was first written exactly 125 years ago this month, I particularly commend to the Council the adoption of clear policies such as this proposed Model Litigation Policy. These would help restore a proper balance to the relationship between the elected members of the Wellington City Council & its officers & advisers such as lies at the heart of all successful local government organisations.

I request to be heard in promotion of this submission.

SIGNED
MICHAEL GIBSON
7 Putnam Street
Northland
Wellington 6012



2012 - 2022 DRAFT LONG-TERM PLAN: Submission

Contact details:

Elizabeth Ridder
Manager, Friends of Te Papa
PO Box 467
Wellington

Phone (04) 381 7051
Email friends@tepapa.govt.nz

YES – we would like to speak at a submission hearing

This submission is from an **ORGANISATION**

Organisation: Executive Committee, Friends of Te Papa

WCC LONG-TERM PLAN: FUNDING FOR TE PAPA

Submission on Balancing the Budget – reducing funding support for Te Papa

The Friends of Te Papa is an incorporated society with a membership of over 4000 individuals who pay an annual subscription of around \$50 to support and participate in events at the National Museum and in doing so to enrich their knowledge and enjoyment of our natural and cultural heritage.

63% of Friends memberships are resident in Wellington. The Society's Executive Committee has encouraged those members to respond directly and on their own account to the WCC's proposal to reduce the annual grant to Te Papa from \$2.25 million to \$1 million. This submission puts forward the collective view of the elected Executive Committee of the Society.

The Committee strongly opposes any reduction in WCC funding for Te Papa. The proposed reduction in WCC funding is at odds with the Council's longer term growth strategy for the city and threatens to put at risk the cultural and related interests of a significant part of the Wellington community.

Te Papa Management have presented their substantive material on the substantial economic contribution which the Museum and its activities makes to the Wellington economy. This does not need to be rehearsed by the Friends although we would highlight that 70% of the annual subvention is derived from the central city commercial community and only 30% from general ratepayers. Our concern is to comment on the medium and long term impact of any decision by the WCC to reduce its annual

contribution to what is without question the primary attraction for visitors to this city and source of stimulation for many residents.

Te Papa is now nearly 15 years old. While it continues to be a leading institution in many respects it is no longer out in front at the cutting edge of modern museum presentation and technology. It now has younger rivals like the Australian National Museum in Canberra, MONA: the Museum of Old and New Art in Hobart and the newly renovated and enlarged Art Gallery in Auckland. Several of Te Papa's original exhibitions need refreshing and up-dating. Furthermore several years of practical operation and monitoring public response to its presentations have shown up some improvements which need to be undertaken urgently. Of particular concern to many Friends is that more of the visual arts collection needs to be on view at Te Papa in accessible and inviting surroundings.

Any reduction in WCC annual funding will make these necessary developments difficult if not impossible to achieve. Te Papa will languish and lose its distinctive "edgy" character. Not only will this be to the detriment of Wellington residents who enjoy ready and frequent access to the Museum but it will also significantly undermine the WCC strategy of establishing Wellington as the cultural capital serving as a magnet for creative industries and individuals. Creative types and culture seeking visitors will no longer regard Te Papa as a "must see" institution.

There may be some scope to sharpen up the partnership agreement between Te Papa and the Council so as better to specify and measure the outcomes and benefits sought but in the Friends Committee view, any reduction in financial contribution would be short-sighted, counter-productive and likely to damage wider Wellington community interests.

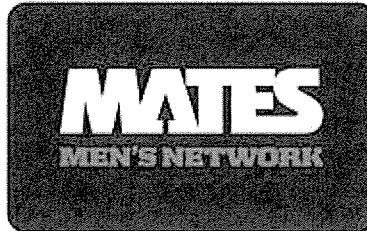
The Friends of Te Papa Committee urges the Council to reject the reduction in its annual grant to Te Papa proposed by Council staff and to maintain its support at \$2.25 million per year.

Executive Committee, Friends of Te Papa

Berys Walter (President)
Gordon Shroff (Vice- President)
Graeme Mitchell (Treasurer)
Sarah Burrows
Jeannie Buxton
Lois Daish
Elizabeth Kay
Heather Macfarlane
Adrienne Olsen
Shona Spencer
Jillian Wellings

Nicole Tydda

From: Mates Mens Network [info@matesmensnetwork.com]
Sent: Friday, 11 May 2012 8:50 p.m.
To: info@matesmensnetwork.com
Subject: Video Presentation Submission for Long term Plan
Importance: High
Attachments: image003.jpg



The Project to Prevent Male Suicide throughout New Zealand and create positive male role models in our Community

MATES would like to make a **10 minute Video Presentation** to council to explain and clarify the MATES Project... as we would like to make this as convenient as possible for all concerned could you please arrange a time-slot to show this presentation and forward this email to all concerned so they may also view it on their computer.

Questions and Answers – please email Kerry@matesmensnetwork.com or call Kerry 06 759 1163

DOWNLOADS:

Included in this submission are detailed documents and video presentation outlining our submission:

1. About MATES 2012 - [Please Click Here – ABOUT MATES DOCUMENT](#)
2. MATES National Strategy 2012 - [Please Click Here – MATES NATIONAL STRATEGY](#)
3. MATES Video Presentation - [Please Click Here – MATES VIDEO PRESENTATION](#)
4. Cost of Suicide to Society MOH Document - [Please Click Here – THE COST OF SUICIDE TO SOCIETY \(MOH Document 2005\)](#)

As indicated in these documents Suicide is of major concern within the Region...and especially Male suicide which is completed up to 6 times that of Female Suicide.

MATES has been functioning now for 10 years (4 years in New Zealand) and in that time has saved many men's lives and the community heartache over the impact of each loss.

Each suicide not only costs emotionally but as indicated by the Ministry of Health each

suicide cost the community \$448,000...multiplied by the 12 men that die each year = \$44.8 MILLION and over 10 years \$448 MILLION cost to the Community.


MATES has an answer and not only is our aim to stop male suicide but to create positive male role models in our community lowering family violence, criminal activity, depression, relationship breakdown etc.

We are asking all District and Regional Councils to work together and support this immense opportunity for the people of our region both benevolently and financially. Over the next 10 years over 120 good men will complete suicide in our region... The MATES Project aims to stop this tragic statistic and has the strategy and history to follow through.

Total cost for the project is \$302,200 per annum, MATES are asking for 50% of this cost over 10 years to be divided between all the councils concerned. The rest of the funding will be supplied by corporate partnership, relevant funding, donations and services.

Thank you for taking the time to read through this submission...

The following link to the **MATES Project Page** on our website:
www.matesmensnetwork.com contains the following:

1. The Cost of Suicide to Society (MOH 2005) Document (pdf)
2. The MATES National Plan 2012 – 2022 Document (pdf)
3. About MATES Document (pdf)
4. The MATES Video Presentation Link to You Tube 
5. The MATES Video Presentation Download and Video

Looking forward in talking with you soon,

Warm Regards...Kerry

Kerry Babbage
Chief Executive Officer



P: 06 759 1163 / M: 027 258 3274 / F: 06 759 1164
E: info@matesmensnetwork.com / W: www.matesmensnetwork.com
MAIN CENTRE: - PO. BOX 8349 NEW PLYMOUTH NEW ZEALAND 4342

**Reducing family violence * Lowering male suicide rates *Developing healthy relationship
Empowering men & creating role models for our children, families, whānau & community



Nicole Tydda

From: Mates Mens Network [info@matesmensnetwork.com]
Sent: Friday, 27 April 2012 5:08 p.m.
To: info@matesmensnetwork.com
Subject: [RELEASED FROM QUARANTINE] [WARNING MESSAGE ENCRYPTED] Submission for Long term Plan
Importance: High
Attachments: About MATES 2012 s.pdf; MATES National Strategy 2012 S.pdf

The Project to Prevent Male Suicide throughout New Zealand and create positive male role models in our Community

Included in this submission are 2 x detailed documents outlining our submission:

1. About MATES 2012
2. MATES National Strategy 2012

As indicated in these documents Suicide is of major concern within the Region...and especially Male suicide which is completed up to 6 times that of Female Suicide.

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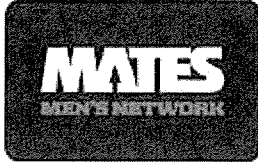
I would like to make a 15min presentation to council to explain and clarify the MATES Project...

Thank you for taking the time to read through this submission...

Looking forward in talking with you soon,

Warm Regards...

Kerry



Kerry Babbage

Chief Executive Officer

MATES TRUST NZ is a Registered Charitable Trust – 2010 : RN CC 44541

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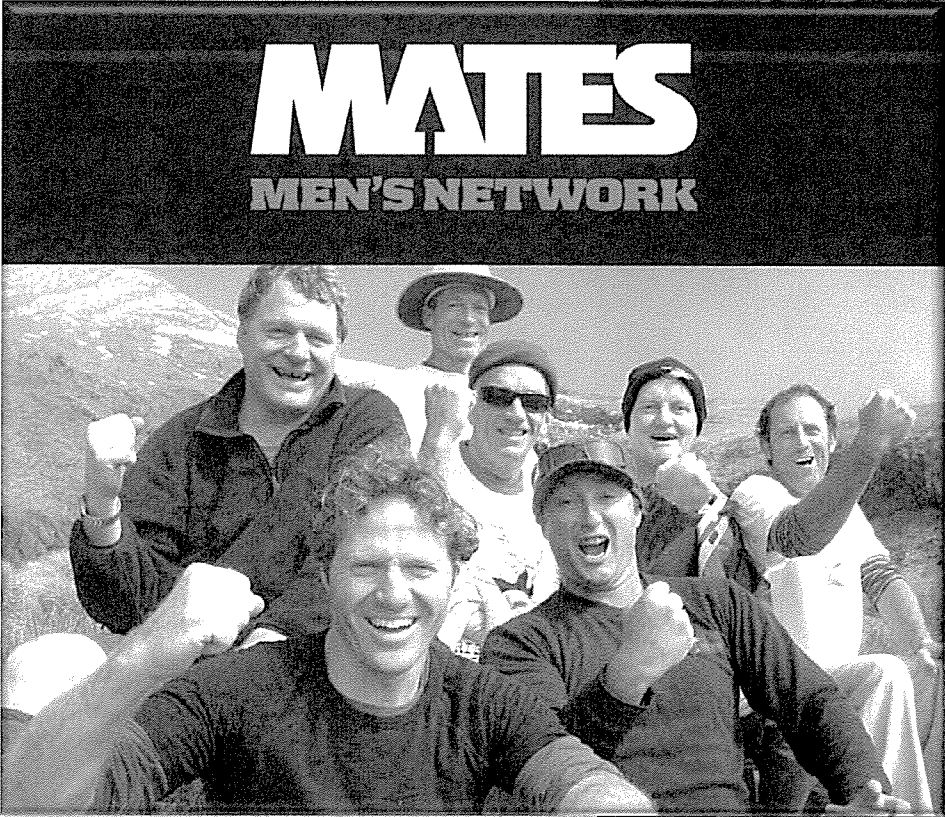
E: Info@matesmensnetwork.com W: www.matesmensnetwork.com

Donate



*Reducing family violence * Lowering male suicide rates * Developing healthy relationship
Empowering men & creating role models for our children, families, whanau & community*

**ABOUT THE MATES
MENS NETWORK 2012**



**“Empowering Community
- Saving Lives”**

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Introduction

Welcome to **MATES Trust NZ & MATES Men's Network** inaugural strategic plan.

MATES Trust NZ is fast developing a reputation for being a leader in the not-for-profit sector with its professional and innovative programs, ability to make a positive difference in people's lives and levels of personal development and excellence in MATES facilitators and team.

The MATES Trust NZ through its Services and Programs are proud of the role we play as a conscious member of the community.

MATES Trust NZ also strives to uphold the following values:

- Providing quality services to all of our clients, regardless of age, sex, race, religion, national origin, sexual orientation, mental or physical disabilities or ability to pay for services.
- Showing sensitivity and caring.
- Being accountable and responsive.
- Pursuing professional excellence.
- Offering a fulfilling work experience and professional development for its employees.

MATES Trust NZ is a NZ Incorporated Legal Entity and Registered Charity establishing programs to uplift, inspire and empower Community.

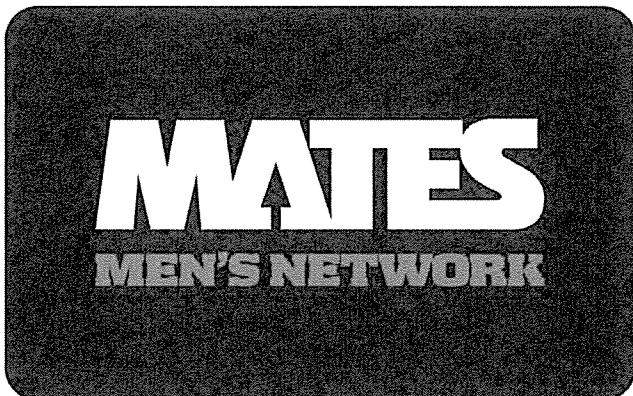
Operating successfully now for over 2 years in New Zealand, MATES is focusing not only on services to the community, brand development and awareness, marketing, but program efficiency and strategy.

This document has been prepared for a wider audience: community organisations, local businesses, corporate organisations, government agencies, local councils, participants and of course the MATES organisation itself.

This plan identifies our values, our mission statement and our vision for the future. The key challenges that MATES have discussed and its strategic goals are presented, along with how these will be achieved and measured.

This strategy identifies the challenges ahead, planning with the future in mind and documents the way forward for MATES

MATES Trust NZ and the MATES management team thank you for taking the time to read this booklet.



"Men Empowering Men Empowering Community."

Community Empowerment and MATES

The MATES Men's Network or MATES as it is familiarly known, is about community empowerment. By definition, this means that MATES exists to support, encourage and help grow our community by offering the much needed support to men going through crisis; "Men Empowering Men Empowering Community."

MATES has been operating its pilot program for over 2 years in the Taranaki region with tremendous results and enormous social impact; as lives have been saved, male role models created after finding hope and new direction, and great community support has developed.

After successfully running 3 centres in Taranaki (Okato, Hawera and New Plymouth) and rapidly progressing to our target of 5 centres in a regional area with Stratford and Waitara, other regions have shown considerable interest. MATES are now heading towards a national launch of its Community Empowerment Program early in 2012.

The main hub of MATES operations are in New Plymouth CBD opposite the city library. These premises have proved to be a great success in gathering a focal point of energy for further growth. Regular committee, development, organisational, training & trust meetings have taken place here, as well as outreach meetings and social get-togethers. The centre also because of its central location provides a drop-in centre for those in need and for networking with other community organisations. MATES are quickly outgrowing these premises and looking for larger and more iconic location to further marketing and create accessibility and events for the local community.

The MATES programs include those that support individuals living with mental health challenges, supporting men experiencing major life change, isolation and crisis such as loss and grief, relationship breakdown and lack of focus and direction, personal development and facilitator training. Programs also include those for women wishing to develop themselves working in alignment with the MATES development program to help empower community together with their male counterparts.

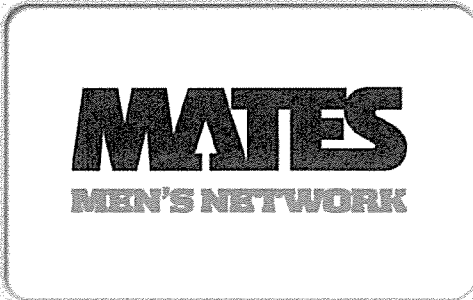
MATES is the result of over 25 years of personal development training and specifically over 12 years of operation and development both in Australia & New Zealand. MATES save lives through on-going support, encouragement and Mateship; not only through the prevention of suicide, but in helping men develop a new outlook & direction to empower community.

With an increasing level of suicide & attempted suicide in New Zealand & across the world, the enormous emotional impact of suicide costs our community dearly. Just in pure economics; each suicide costs our community more than \$450,000 totalling over \$2.6 Billion annually. MATES are working towards an operating budget of just 0.1% to dramatically reduce this incredible hidden cost to our community simply by saving lives in a time proven program.

MATES encourage support and financial assistance from local, regional and national government agencies, businesses & corporations, all working together under the MATES brand, to promote healthy empowered communities; supporting youth, children, women, men, minority groups (including ethnic minorities) beyond sex, race, creed & culture.

A framework, a foundation in which to build a life
Caring Hope of a future Raising Hope
Saving Lives WISDOM Working / Playing Inspiring
Heartfelt Contribution Respect Valour
Safety net A Mirror (Kotahitanga)
Collective Responsibility (Mahi Ngatake) A Reason to Live
Dealing with emotions through heart-felt communication Waiuatanga

Bliss
Companionship
Growth
Food for a hungry soul
Trust
Leadership
Code of Honour
Truth
EMPATHY



Understanding Masculinity and Femininity
Courage
Enrichment
Oneness
ROLE-MODEL
Achievement

KIA KAHA!

A safe and confidential space I can share my story,
my issues without judgment
Brothers
Warrior
Encouragement
Using the group process to pull away the
WHERE I AM ACCEPTED AND
RESPECTED AS ME
Challenge
Strength
Lifeline
INTEGRITY
masks revealing the true me
Changing Lives - Changing Families
Changing Communities
(Mana Motuhake)

A LIGHT IN A VERY DARK PLACE
Something solid when there was nothing
Someone to call
Promoting awareness of self and environment
Playful Communication
Sharing
Possibility
Empowerment
Connecting with Authentic Men
to be the best I can be!
Development
Networking
Empowerment through enriched experience
Direction

www.matesmensnetwork.com

What is the MATES Men's Network?

MATES are dedicated in reaching out to and supporting men. To help all men find direction and purpose in their lives and through the creation of male role-models empowering their communities.

To develop the MATES Network providing personal development & training programs, corporate authenticity programs as well as community support networks for men.

The MATES programs have presently been funded through:

- Community Organisation Grants Scheme
- Membership and personal contributions
- Contributions from Fundraising
- Sponsorship from local businesses

Benefits to the Community:

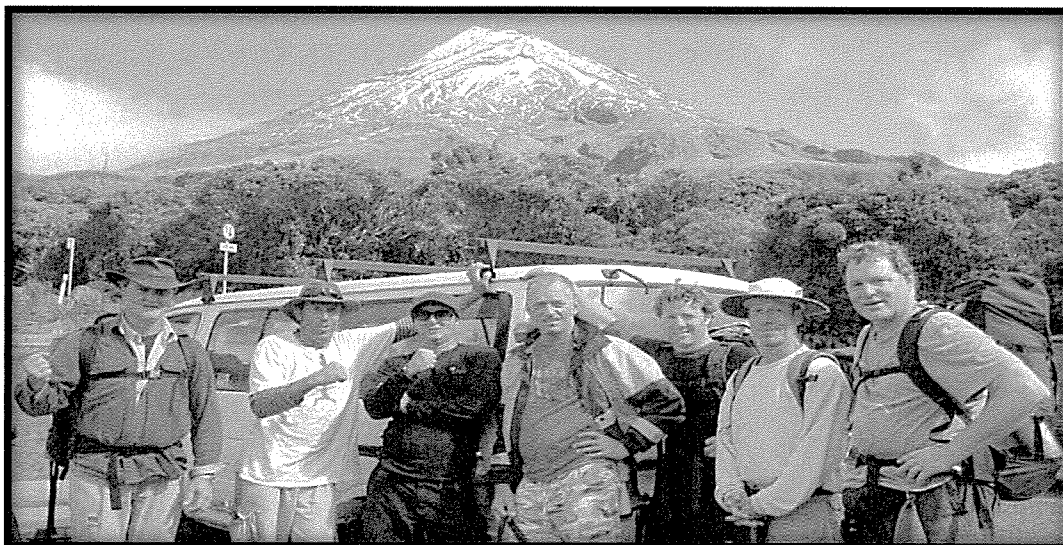
The direct benefits MATES offer the community are quite astounding, as instead of tackling the symptoms of dysfunctional behaviour of Men, Mates deal with the cause head on (i.e. a feeling of being trapped and a lack of real direction.)

The Participants of the MATES program are challenged towards realizing their potential, encouraged through support and networking to empower other men in their individual communities.

MATES and the MATES Programs are helping to address many issues costing our communities dearly. Not just in economic cost but also the enormous social impact, through a strength based initiative.

By empowering Men, MATES will help to lower the rising rates of:

- Male Suicide
- Family Violence
- Depression
- Relationship Breakdowns
- Health Challenges
- Criminal Activity
- Addictive / Dysfunctional Behaviour
- Stress
- Violence
- Low Self-Esteem
- Lack of Direction and Focus



Empowering Community

Key Services and Products MATES offer:

1. Facilitation of Men's Programs and Workshops:

- Incorporating the delivery of focused life education programs (utilising community links) e.g. self-esteem, motivation, anger resolution, divorce, employment, addictions, relationships, parenting, budgeting and life skills;
- Provision of volunteer personal mentors, on call for assisting with crisis situations;
- Facilitating men to work through major life changes via personal empowerment, learning and open communication.

2. Increased Access to Support for Men in Crisis

It is anticipated that with further promotion and the addition of an online forum, at least 100 local men will access and utilise the service each week, including many who are currently geographically and/or emotionally isolated.

Men affected by family breakdown, loss of access to children and other severe personal events, will be taught the skills to successfully navigate their way through future life challenges via support, strength-based training and education, empowerment and the provision of role models/mentors.

The outcome of increased access to new support structures and services will benefit not only the individual, but also the community as a whole via reduced incidence of:-

- Suicidal behaviours, gestures or threats
- Self-mutilation
- Substance abuse (alcohol, street drugs, prescription medications)
- Unstable or repeatedly destructive relationships (along with relationship violence)
- Impulsive behaviours (gambling, sex, reckless driving, binge eating)
- Chronic feelings of emptiness
- Severely reactive moods
- Fear of establishing relationships
- Avoidance of normal human occupations.

Empowering Community

Key Services and Products MATES offer (cont.):

3. Complementing and adding to existing Community Infrastructure

The creation of the New Zealand's first men's support services/resource directory will allow for a more coordinated information & advocacy service within Local Areas.

The provision of the additional online forum and the up to date community resources folder (containing fact sheets and service provider information) can be utilised by other services that may be supporting local men.

Through increased local exposure, new service and business partnerships will develop, creating expanded opportunities for community education forums and information sessions relating to:-

- Men's issues, and their inherent impact on children, families and the larger community;
- Suicide awareness and prevention;
- How to make a difference, and learn ways in which to offer support whether they are a fellow community member, family member, partner, friend, service provider, potential volunteer/role model or local business.
- Motivation, Life direction, Education, Awareness and Life skills etc.

The establishment of an interactive website, inclusive of a community resources directory specific to support services available to men

It is acknowledged that the Internet reduces the level of isolation prevalent among men with limited geographical access and/or communication difficulties. For the community to capitalise and support this method of communication MATES proposes to develop a website specifically for this service, thereby increasing access to information and assistance. The website will contain:

- An online directory of services for men
- Information on relevant issues
- Meetings and events calendar
- Newsletter
- Referral form with ability to complete and submit the form online
- Gallery - for stories, contributions etc.
- Hotlinks to other related sites
- Email facilities
- Interactive online forum

Empowering Community

Key Services and Products MATES offer (cont.):

4. Enhancing community awareness

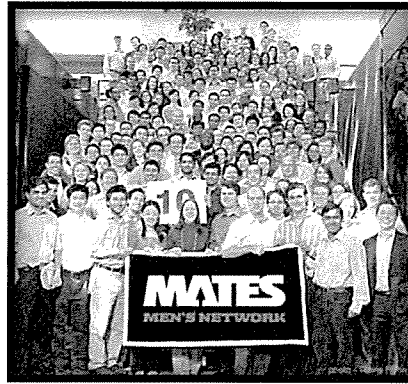
The service philosophy of MATES engenders effective integration with local community agency networks providing support for and utilisation of other local community service providers achieved through:

- Continued networking with relevant community organisations within Local Areas & New Zealand;
- Attending forums and initiatives to raise awareness e.g. National Men and Family Relationships Forum, Children's Events and Family Violence Forums;
- Utilising community partners and speaking within meetings e.g. Lions Club, Rotary, Local and District Courts, Lifeline, Mensline, District Area Health, Police & Family Violence Unit, motivational speakers and psychologists;
- Preparing and disseminating up to date community presentations, seminars and publications relating to current men's issues and associated statistics.

5. MATES Community Empowerment Programs

- **Outreach Program**
A confidential forum for men providing the opportunity to talk and be listened to about any subject, feeling or experience that they are having in their lives.
- **Development Program**
Utilizing the MATES Authenticity Framework for any Man who is willing to move or is being forced out of complacency.
- **Training Program**
Facilitator / Leader experiential training for men to assist in running meetings, programs and seminars.
- **Community Empowerment Program**
Working together to empower men, women and children through communication, education and contribution to recreate the environment and community we live in.
- **Corporate Program**
Develop confidence, self-esteem, integrity in your employees to empower your organization from within.
- **Workshops, Outings and Events**
To know himself, a man needs to experience his own masculine essence through the mirroring he sees in other Men around him.

MATES Strategy



MATES Mission Statement:

MATES are dedicated to empower community, through reaching out to, supporting, and encouraging all men to find direction and purpose in their lives, preventing male suicide and creating positive male role models for our community.

MATES Vision:

- MATES are a fully functioning community service, integrating with other professional healthcare providers within all region and communities throughout New Zealand.
- MATES provide a vital role in local community development by connecting, embracing and inspiring our men, women, families and whanau to empower community through the creation of role-models.
- Centres are established throughout each region providing personal development, training programs, corporate authenticity programs as well as community support networks.
- MATES will be actively supported by businesses, corporations and organisations throughout the Taranaki region and nationally.

MATES Aims:

- Imparting strength, confidence and unconditional positive regard for all through support, respect, and mate-ship.
- Helping all men move triumphantly through major life change utilising its lessons to enhance their lives for themselves, their families, friends & their community.
- Providing a confidential forum for men, giving them the opportunity to talk & be listened to about any subject, feeling or experience that they are having in their lives.
- Creating opportunities for growth through learning, communication, life-skills & experience.
- Empowering men towards the realisation of their full potential, strengths & function in their community.

MATES Strategy

MATES Objectives:

MATES Trust NZ is a NZ Incorporated Legal Entity and Registered Charity establishing programs to uplift, inspire and empower Community.

" Empowering Community – Saving Lives"

The 3 Primary objectives are:

1. **Empowering Community:** Provision of services under the MATES Outreach Program, Community Empowerment Program, Seminars, Talks, Outings and Events.
2. **Empowering Men:** Provision of services under the MATES Development Program, Training Programs and Workshops.
3. **Empowering Businesses / Corporations:** Provision of Education and Training under the Corporate Authenticity Program, Marketing and Promotion.

MATES Key Goals:

The key goals to address the challenges we face, honour our mission and our values, and contribute towards our vision. These goals provide the structure for our yearly work action planning.

- **Goal 1:** Establishing 50 centres in every region across New Zealand including New Plymouth, Stratford, Hawera, Okato.
- **Goal 2:** Establishing teambuilding workshops, development and training programs, in each centre through online training and weekend workshops, seminars and national group facilitator training.
- **Goal 3:** MATES will be actively supported by businesses, corporations and organisations throughout the Taranaki region and nationally.
- **Goal 4:** The implementation of the MATES community empowerment program regionally connecting and embracing community.
- **Goal 5:** Completion of regional business strategy duplicable in other areas.
- **Goal 6:** Development and implementation of a professional promotion and marketing campaign New Zealand wide incorporating all forms of media.
- **Goal 7:** National Launch of MATES Men's Network in New Plymouth involving National, Regional and Local Government and Corporate and Private Business representation.

About MATES

KEYS TO SUCCESS:

1. Cultivate and develop the MATES Brand.

- Develop and further Professionalise MATES Brochures, Literature and Advertising Material.
- Strategic promotion of MATES including talks, seminars, workshops and community awareness campaigns.

2. Refine and further Develop MATES Program and Evaluation Process.

- Refine roles and duties of management, staff and facilitators.
- Set up 5 venues in each area for Programs to expand services, client base and facilitator training.

3. Expand the donor/ corporate partner base and corporate contributions that add the financial resources of The MATES Programs.

- Acquire additional equipment to support future growth and offer greater flexibility, leading to expanded services offered by MATES.
- Provide salaries for management and staff.
- Acquire venue, offices and rooms as a Headquarters for MATES enabling clients, the general public and businesses easier access to MATES Services.



“To know himself, a Man needs to experience his own Masculine essence through the reflection or mirroring he sees in other men around him.”

MATES Values

The MATES principles, values and attitudes that define us as an organisation:

**Integrity *Respect *Passion *Empathy *Connection *Empowerment *Contribution*

- **Integrity:**

MATES believe that 'integrity' must be inherent in every action taken by the station and in all interaction with participants, listeners, and every member of our community. 'Integrity' is a critical value to be demonstrated by the MATES team and Trustees.

- **Respect:**

MATES treasure and foster New Zealand's unique culture and heritage through its thoughts, words and actions MATES hold strong to the kaupapa / philosophy of manaakitanga – wherein all participants and persons are honoured guests to be provided with support and sustenance for the mind, body and soul.

- **Passion:**

MATES celebrate every success by every individual, participant, member, worker and Trustee both inside and outside our community.

- **Empathy:**

MATES develop and demonstrate empathy, understanding and compassion in all areas of their life

- **Connection:**

MATES embrace all communities, belief systems, ethnicities and individuals within our communities dedicating itself to clarity of communication in every aspect of its functioning, and in all of its relationships.

- **Empowerment:**

MATES empower every individual who enter their environment, whatever their reason for being there and they will always leave uplifted and with something more than they had before.

- **Contribution:**

MATES realise the better they become the better the world around them becomes through radiating their unique gifts and characteristics to those around them; and hence striving to be the best they can be to develop a greater capacity to give from the heart.

MATES Qualities

As a member of the MATES Men's Network striving to exemplify the following qualities in a natural and unforced expression is of highest priority and focus of development:

1. **He speaks tactfully and kindly**, never speaking harshly or critically of/to a brother or sister unless tempered with love & aiding them to be better, recognising his connection to all things.
2. **He demonstrates unyielding courage and valour** in the face of adversity, and in fulfilling a promise or completing a heartfelt challenge. His commitment is stronger than fear or pain.
3. **He carries himself proudly with dignity**, honour and integrity and presents himself to the world as an artist of life, always looking his best, refraining from emotional outbursts and recognised by his actions and good deeds.
4. **He is centred in his heart**, walks the middle road, no extremes, poised and balanced listening with empathy, composition and understanding. He is inspirational, considerate and forgiving, blessing all and has a healing presence.
5. **He is strong in body and mind**, focussed, disciplined and determined, physically, toned, and healthy and treats his bodies as a temple; connected to life-force, acting from stillness with unlimited energy, contagious enthusiasm, dependability, loyalty, perseverance, never giving up.
6. **He is organised**, orderly, punctual and clean and this reflects in his environment. He has a clear head, clarity of purpose and is true to himself, expressing himself in the world with mastery in all that he does from a place of peacefulness and inner reflection.
7. **He is architect of his universe**, utilising a disciplined mind and efficient use of time, learning to plan and working his plan, consistently adding to his journal and updating his diary, redefining his purpose and recording his experience, always the teacher, always the student of life.
8. **He is grateful and appreciative** of all he has, and open to receive the abundance that life offers him. He is playful and fun, joyous and creative, giving and charitable, and lives in a life full of laughter.
9. **He acts always from the heart** expressed through wisdom, is sensitive, considerate and values the feelings and contributions of others. He keeps his word, does not make promises lightly and accepts ill-mannered behaviour with tolerance and grace.
10. **He is committed to excellence** in all aspects of his life and displays the courage to stand up and defend his principles and rights and the rights and principles of others. He embraces his shadow, acts with humbleness, tenacity and insight, taking the side of truth and prepared to make personal sacrifice.

MATESHIP

MATES provide the right environment for men to be present with other men who are going through life challenges, get in touch with your feelings and develop your ability to communicate, expressing your needs and being open to ask for assistance.

Evidence is revealing that men who are in a really good, strong partnership do have better health and they live longer and are less likely to commit suicide.

It's a basic human trait, you rely on your friends, your best mates and that will happen whenever people are in need, yet many men have isolated themselves off and forgotten the amazing uplifting power of true Mateship.

Mateship is about working together harmoniously as a team encouraging, uplifting and accelerating each other's conscious development process and its integration into Life and helping each other to not slip back into complacency and the path of least resistance.

TEAM WORK

- ❖ Help each other be right, not wrong.
- ❖ There is always another way.
- ❖ Look for ways to make new ideas work, not reasons why they won't.
- ❖ Clarify, rather than making negative assumptions about each other.
- ❖ If in doubt...check it out.
- ❖ Help each other win and take pride in their victories.
- ❖ Speak positively about each other and MATES at every opportunity
- ❖ Maintain a positive mental attitude no matter what the circumstances.
- ❖ Act with initiative and courage as if it all depends on you.
- ❖ To bless, heal and inspire all that is around you.
- ❖ Do everything with contagious enthusiasm.
- ❖ Never give up or lose faith....
- ❖ Have lots of Fun.

“MATESHIP is about your search for freedom; taking the risks, gaining the growth, stepping up, challenging yourself; understanding the issues you have as a man, your deepest purpose, your deepest truth and giving your gift to the world.”

The Cost of Suicide to our Community

Suicide

Almost 75% of all suicide victims are male, with suicide three times more prevalent in men than women. This means that men are more likely to be victims of suicide and also to experience the suicide of one of their peers. Despite the fact that men are far less likely to seek support than women, many men are attending MATES meetings due to loss and grief. They are men who have lost a brother, son, close friend or other family member to suicide.

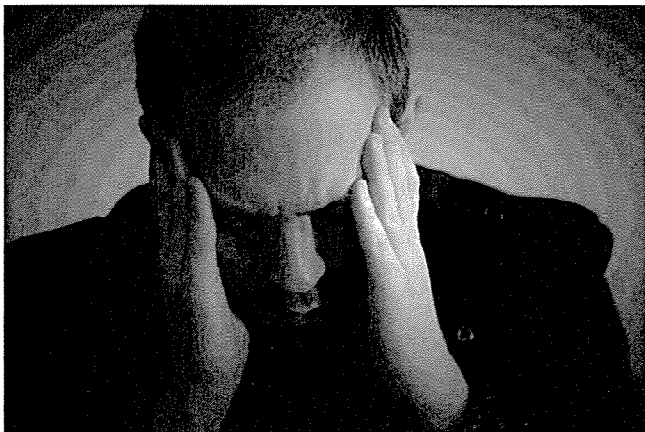
The direct indirect costs of suicide; including loss of productivity and the cost of support to the bereaved is estimated at \$2.6billion against the NZ economy by the Ministry of Health.

*Between July 2007 and June 2011 **1,619 Men** completed Suicide in New Zealand*

In a recent community survey, local residents were asked to look 5 years into the future and describe how they would know if things were better or worse. Higher suicide rates was considered one of the twenty 22 indicators of a community that had not improved;

There are over 530 people who deliberately kill themselves each year in New Zealand, nearly 10 people every week and there are over 5000 attempted Suicides each year; nearly 100 per week.

*Besides the incredible emotional impact on the community each costs our community **\$1,497,375,000***



Each Suicide costs:

- **Economic:** \$448,250 per Suicide
(x 500 = **\$224,125,000**)
- **Economic:** \$6,350 per Attempted Suicide
(x 5000 = **\$31,750,000**)
- **Non-Economic:** (the grief & bereavement of family & friends, & the lost potential of lives cut short.) \$2,483,000 per Suicide (**\$1,241,500,000**)

Total Cost = \$1,497,375,000

The Total Economic and Non-economic costs = \$342.77 each year / \$6.60 per week for every Man, Woman and Child;

(Population of New Zealand 28th June 2010 = 4,368,475)

If 10 of our Armed Force's Personnel were dying each and every week in a War, there would be a public outcry and it would be on the front of our Newspapers and Headline News on TV...

Yet sadly we rarely hear about it.

Taranaki is a great place to live and has an amazing community spirit, New Plymouth voted Best Small City to live in the World.

Yet Taranaki is 1½ times the National Rate of Men aged between 25 -44 who kill themselves 29 per 100,000 compared to 17 per 100,000.

Men kill themselves deliberately 6 times more than women in Taranaki, compared with the National Average of 4x more.

With a population of 105,000 Taranaki has well over 12 Completed Suicides per year and 120 Attempted Suicides (Statistically)

The Cost of Suicide to our Community

Economic costs: *Suicides*

- Excluding lost production = \$4,694,000
- Lost production (8% discount rate) = \$201,498,000
- Total = \$206,192,000

Cost per suicide = \$448,250

Attempted suicides

Costs excluding lost production = \$19,092,000
 Costs of lost production = \$13,247,000
 Total = \$32,339,000

Cost per attempted suicide = \$6,350

Overall economic costs = \$238,531,000

Non-economic costs (or willingness-to-pay or quality of life)

To the above totals, add the following non-economic (or intangible etc.) values for lost life & quality of life. This calculation assumes that all life years are of equal value, despite the existence of evidence to the contrary (O'Dea 2004).

At an 8% discount rate: Value of years of disability-free life lost = \$1,142,400,000

Cost per suicide = \$2,483,000

Total economic plus non-economic costs = \$1,381,492,000

Economic costs:

- Services used in cases of suicide and attempted suicide
- Lost production from exit or absence from the workforce

Non-economic costs:

- Lost years of disability-free life
- Grief of family, whānau and others.

Male Suicidal Ideation (Thinking), Planning, Attempts and Completion

The NZ Mental Health Survey showed that 14% of males engaged in suicidal thinking, 4.6% had made a suicide plan and 3.4% had attempted suicide. It also found that almost half of those with a 12-month history of suicidal ideation, suicide plan or suicide attempt did not report making any general medical or specialist mental health visits within the same 12-month period in which they were suicidal.

Data on completed suicide released by the Ministry of Health shows 74% of all suicide victims are male and that males die by suicide at three times the rate of females.

In explaining the higher rates of suicidal ideation, planning and attempts in females and completed suicide in males, research suggests that men may experience suicidal thoughts far more frequently than researchers observe but fail to disclose those thoughts as a result of fear of social disapproval.

They suggest that women's fear of death protects them from suicide while men's higher levels of anger, impulsivity and lower levels of help seeking behaviour put them more at risk.

While female rates of suicidal thinking were higher than male rates, females have a greater fear of death and injury whereas males have a greater fear of social disapproval over having suicidal thoughts. This may account for the greater rate of suicide completing among males. Fear of social disapproval, more anger, impulsivity, and less help-seeking behaviour among males are offered as potential variables to explain the observed gender differences.

REFERENCES: 1. Ministry of Social Development: <http://www.socialreport.msd.govt.nz/health/suicide.html> / 2. Ministry of Health - The Cost of Suicide to Society: [http://www.moh.govt.nz/moh.nsf/0/BFA96AA9486D2C3BCC2570D4008009E6/\\$File/thecostofsuidetosociety.pdf](http://www.moh.govt.nz/moh.nsf/0/BFA96AA9486D2C3BCC2570D4008009E6/$File/thecostofsuidetosociety.pdf) 3. MA Oakley Browne, JE Wells, KM Scott (eds). 2006. Te Rau Hinengaro: The New Zealand Mental Health Survey. Wellington: Ministry of Health: [http://www.moh.govt.nz/moh.nsf/pagesmh/5223/\\$File/mental-health-survey.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/5223/$File/mental-health-survey.pdf) 4. Suicide Facts 2008, Ministry of Health: <http://www.moh.govt.nz/moh.nsf/indexmh/suicide-facts-deaths-2007-dec09> 5. Alexander R. Rich PhD, Joyce Kirkpatrick-Smith, Ronald L. Bonner, Frank Jans 1992 Gender Differences in the Psychosocial Correlates of Suicidal Ideation Among Adolescents Journal of Suicide and Life-Threatening Behaviour Volume 22, Issue 3, pages 364–373, Fall 1992 <http://onlinelibrary.wiley.com/doi/10.1111/j.1943-278X.1992.tb00741.x/abstract>

Community Benefit



In a recent community survey, local residents were asked to look 5 years into the future and describe how they would know if things were better or worse. Higher suicide rates was considered one of the twenty 22 indicators of a community that had not improved; "High Suicide Rate – this increases further and little is done to address it effectively".

Millions of dollars and much research have been invested in the understanding of suicide in hopefully providing a suitable strategy for dealing with this steadily increasing social disease.

Suicide is represented by experts as being a highly complex behaviour which is not easily explained or understood. The multitude of factors which have been shown to correlate with suicide including childhood physical / emotional abuse, psychiatric illness, relative poverty, substance abuse and even temperature fluctuations are seen as testament to this complexity.

Yet rather than move deeper into and add to this complexity MATES find simplicity is the key to understanding this issue.

"If you can't explain it simply, you don't understand it well enough." - Albert Einstein

The MATES program is the first Community Empowerment Program of its kind. It has been created and implemented in the Taranaki community after more than 12 years of

research and practice in the field of Men's Health and personal development. The benefits to community are amazing and simply based on the impact one person can make in the world – for every person who is positively affected, uplifted and inspired by the MATES Program, a domino effect results throughout the community.

MATES philosophy is simply focused on "Responsibility" and through this principle empowering community with the knowledge that what they put in place has an effect. Rather than focusing on who you shouldn't or can't be; MATES is a strength-based program focusing on who you can be; on being the change you wish to see in your world.

The MATES Community Empowerment Program is about community working together in an informed, communicative and inspirational way through 3 key principles:

- 1. Connection**
- 2. Growth**
- 3. Contribution.**

Community Benefit

Increased Access to Support for Men in Crisis

It is anticipated that with further promotion and the addition of an online forum, at least 100 local men will access and utilise the service each week, including many who are currently geographically and/or emotionally isolated.

Men affected by family breakdown, loss of access to children and other severe personal events, will be taught the skills to successfully navigate their way through future life challenges via support, strength-based training and education, empowerment and the provision of role models/mentors.

The outcome of increased access to new support structures and services will benefit not only to the individual, but also the community as a whole via reduced incidence of:-

- Suicidal behaviours, gestures or threats
- Self-mutilation
- Substance abuse (alcohol, street drugs, prescription medications)
- Unstable or repeatedly destructive relationships (along with relationship violence)
- Impulsive behaviours (gambling, sex, reckless driving, binge eating)
- Chronic feelings of emptiness
- Severely reactive moods
- Fear of establishing relationships
- Avoidance of normal human occupations.

Complementing and Adding to Community Infrastructure

The creation of the New Zealand's first men's support services/resource directory will allow for a more coordinated information & advocacy service within Local Areas.

The provision of the additional online forum and the up to date community resources folder (containing fact sheets and service provider information) can be utilised by other services that may be supporting local men.

Through increased local exposure, new service and business partnerships will develop, creating expanded opportunities for community education forums and information sessions relating to:-

- Men's issues, and their inherent impact on children, families and the larger community;
- Suicide awareness and prevention;
- How to make a difference, and learn ways in which to offer support whether they are a fellow community member, family member, partner, friend, service provider, potential volunteer/role model or local business.
- Motivation, Life direction, Education, Awareness and Life skills etc.

Community Benefit

Benefits to the Community:

The direct benefits MATES offer the community are quite astounding, as instead of tackling the symptoms of dysfunctional behaviour of Men, Mates deal with the cause head on (i.e. a feeling of being trapped and a lack of real direction.)

The Participants of the MATES program are challenged towards realizing their potential, encouraged through support and networking to empower other men in their individual communities.

MATES and The MATES Programs will help to address many issues costing our communities dearly. Not just in economic cost but also the enormous social impact, through a strength based initiative.

By Empowering Community; MATES will help to lower the rising rates of;

- Male Suicide
- Family Violence
- Depression
- Relationship Breakdowns
- Health Challenges
- Criminal Activity
- Addictive and Dysfunctional Behaviour
- Stress
- Violence
- Low Self-Esteem
- Lack of Direction and Focus

MATES aim to help reduce the alarming statistics of social dysfunction through:-

- Creating a supportive environment for men, offering relevant and suitable strength-based life education and personal development programs;
- Enhancing community awareness via collaboration, consultation and education.

Our Community

Through the services and specific marketing MATES are creating a brand that represents Men empowering Men empowering community. MATES are facilitating the implementation of a social approach to Men's Health and Welfare.

Availability of Data on Male Health and Wellbeing

Under the heading 'Men's Health' on the Ministry of Health Website there is very little information posted. The lack of focus on men's health is noted in a literature review posted in this section of the website on Men and Health, conducted by Otago University and published in 2005.

It states that:

New Zealand does not appear to have kept pace with international thinking on men's health. It has not recognised the status of men's health as a disparity and it appears to have normalised differences between male and female morbidity, mortality and life expectancy (not even commenting on them in a publication to discuss New Zealand health disparities). Thus the current status of men's health is viewed as normative, not needing to be addressed, (except in government policies where the health of Maori men is noted as problematic)...

...And comments that:

Factors other than biological difference have a significant effect on men's health, particularly those imposed by society's norms for the male role.

Reference: Men and health: a literature review Eileen McKinlay Lecturer in Primary Health Care Department of General Practice Wellington School of Medicine and Health Sciences, Otago University January 2005

Family Violence: NZ Police estimate they see only 18% Of all violence within homes, with numbers murdered in family violence related incidents exceeding 30 per annum and recorded offences for male assaults female almost 1 per hour.

Single Parenting: Many men lack the nurturing, caring and practical skills in caring for young children, and accessing education in this regard is foreign to them. This can cause increased stress and feelings of isolation and inadequacy, usually on top of pent-up feelings relating to relationship.

Workplace Accidents: caused by stress, mental & emotional issues, lack of concentration, deliberate harm & depression in times of crisis such as relationship breakdown.

Our Community

Family/Relationship Breakdown: Can be a main source for reactive depression, for men a large cause for suicide, creating high levels of family violence, rebounding into dysfunctional relationships, drug & alcohol abuse and causing dysfunction when children are involved.

Statistics NZ reports that in 2010

- 8,700 orders for dissolution of marriage were granted in New Zealand.
- There were 10.2 divorces for every 1,000 estimated existing marriages.
- In 2009 43% of divorces involved children under the age of 18.

No data is available on rates of de facto relationship breakdown but census data shows that de facto couples tend to be younger than married couples and have younger children. Whereas, 18 per cent of children up to the age of 4 living in two-parent families are the children of de facto couples, the figure falls to 12 per cent among 5-9 year olds and 10 per cent for 10-14 year olds.

Census statistics do not show what proportion of children living with de facto couples are the offspring of that union. However, just over a quarter (28 per cent) of people in de facto marriages are divorced or separated, so it is likely that significant numbers of children who live with de facto couples are the children of previous marriages

The number of two-parent families in New Zealand is projected to decrease from 481,000 in 2006 to 468,000 by 2031. This is due to a decreasing likelihood of being in this living arrangement type at most ages, reflecting continued trends towards single parenting and fewer couples having children.

Nationally, the number of one-parent families is projected to increase by 48,000 (an average of 0.8 per cent per year), from 219,000 in 2006 to 267,000 in 2031. This increase is because of population growth, changes in population age structure, and an assumed higher rate of single parenting. The assumed higher rate of single parenting is based on increasing numbers of separations and divorces, increasing rates of childbearing outside couple relationships, and more complex shared-care arrangements with parents residing in different households.

These changes are likely to give rise to significant stress for men. A report analysing data from the General Social Survey conducted by the Statistics NZ showed that men were less likely to employ strategies to develop a satisfying single life than women and that

- Men are less likely to mention using taking care of family relationships (79% vs. 95%)
- men are less likely to find ways to enjoy their own time (men 93 per cent versus women 93 per cent)
- Men are less likely to ask others for support (men 63% vs. women 80%)
- Men reported feelings of loneliness/no one to share things with/lack of companionship at three times the rate of single women.
- 66% of men reported wanting to spend more time with their children

Reference: Denise Brown, Julie Woolf and Conal Smith The Determinants of Subjective Wellbeing in New Zealand: An Empirical Look at New Zealand's Social Welfare Function Statistics New Zealand Denise.Brown@stats.govt.nz (04 931 4327)

Our Community

Male Suicidal Ideation (Thinking), Planning, Attempts and Completion: Current statistics indicate that many men will consider or attempt to take their own lives in preference to facing family, friends or their own children after the failure of a relationship.

Approximately 500 New Zealanders commit suicide each year with a cost to the community of \$448,250 per suicide a total of \$224 125 000 /annum & rising.(also over 5000 suicide attempts, each costing \$6,350 = \$31 000 000 /annum)

Almost 75% of all suicide victims are male, with suicide three times more prevalent in men than women. This means that men are more likely to be victims of suicide and also to experience the suicide of one of their peers. Despite the fact that men are far less likely to seek support than women, many MATES participants are men who have lost a brother, son, close friend or other family member to suicide.

The direct indirect costs of suicide including loss of productivity and the cost of support to the bereaved is estimated at \$1.6billion (10% of NZ Health Budget) against the NZ economy by the Ministry of Health. The NZ Mental Health Survey showed that 14% of males engaged in suicidal thinking, 4.6% had made a suicide plan and 3.4% had attempted suicide.

It also found that almost half of those with a 12-month history of suicidal ideation, suicide plan or suicide attempt did not report making any general medical or specialist mental health visits within the same 12-month period in which they were suicidal.

Reference: MA Oakley Browne, JE Wells, KM Scott (eds). 2006. Te Rau Hinengaro: The New Zealand Mental Health Survey. Wellington: Ministry of Health. [http://www.moh.govt.nz/moh.nsf/pagesmh/5223/\\$File/mental-health-survey.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/5223/$File/mental-health-survey.pdf)

Data on completed suicide released by the Ministry of Health shows 74% of all suicide victims are male and that males die by suicide at three times the rate of females.

Reference: Suicide Facts 2008. Ministry of Health <http://www.moh.govt.nz/moh.nsf/indexmh/suicide-facts-deaths-2007-dec09>

In explaining the higher rates of suicidal ideation, planning and attempts in females and completed suicide in males, research suggests that men may experience suicidal thoughts far more frequently than researchers observe but fail to disclose those thoughts as a result of fear of social disapproval. They suggest that women's' fear of death protects them from suicide while men's higher levels of anger and impulsivity and lower levels of help seeking behaviour put them more at risk.

While female rates of suicidal thinking were higher than male rates, females have a greater fear of death and injury whereas males have a greater fear of social disapproval over having suicidal thoughts. This may account for the greater rate of suicide completing among males. Fear of social disapproval, more anger and impulsivity, and less help-seeking behaviour among males are offered as potential variables to explain the observed gender differences.

Reference: Alexander R. Rich PhD, Joyce Kirkpatrick-Smith, Ronald L. Bonner, Frank Jans 1992 Gender Differences in the Psychosocial Correlates of Suicidal Ideation Among Adolescents Journal of Suicide and Life-Threatening Behaviour Volume 22, Issue 3, pages 364-373, Fall 1992 <http://onlinelibrary.wiley.com/doi/10.1111/j.1943-278X.1992.tb00741.x/abstract>

Our Community

Grief and Loss/Bereavement: Data on deaths in New Zealand gives a sense of the numbers of people experiencing the grief and loss of bereavement. It is estimated that 10 people are significantly affected by every death and can be estimated that around half of these are men.

Statistics New Zealand report the following data on deaths in New Zealand

- 29,110 deaths were registered during the March 2011 year up 260 from 28,840 in 2010.
- In the March 2011 quarter more deaths were recorded among those aged 15-64 years (up 180 or 13 per cent), and those aged 65 years and over (up 490 or 10 per cent).

Using the above assumptions (10 people affected and 50% of those affected being male) it is estimated that 145,550 New Zealand men were affected by the grief & loss of bereavement in 2010.

The Department notes that the number of deaths is gradually increasing due to population growth in the older age groups, partly offset by longer life expectancy. Deaths increased from 19,910 in the March 1957 year to 24,980 in 1971 - an increase of just over 5,000 in 14 years. Deaths increased over the next 38 years to 29,150 in 2009. Statistics NZ's mid-range population projections (series 5) indicate deaths will continue to increase, surpassing 40,000 in 2029 and 50,000 in 2042.

Based on these predictions and using the formula above, it is estimated that 200,000 New Zealand men will experience bereavement in 2029 and 250,000 in 2040.

Death of a child: The Child and Youth Mortality Review Committee reports that 4088 children under the age of 25 died in the five year period 2004-2009 with 672 children dying in 2009.

Social Isolation and Life Satisfaction: Statistics NZ projected population numbers for 2009 indicate a population of 1,707,500 men aged 15 and over in New Zealand and 51,144 men over 15 resident in the Taranaki Region. Based on the results of the Department of Statistics 2008 General Social Survey, the following tables show the numbers of men in NZ and the Taranaki Region who experience social isolation and who participate in voluntary work.

The Statistics NZ analysis of the 2008 General Social Survey found that the following indicators were associated with low life satisfaction.

- not participating in voluntary work
- feeling isolated most of the time,
- difficulty expressing one's identity
- feelings of not belonging to New Zealand

(Unavailability of help in a crisis was the strongest predictor of low life satisfaction.)

Reports that having strong bonds of social support through close friends, the frequency of socialisation (visiting or being visited), not feeling socially isolated, and trusting others were strong predictors of life satisfaction. women report higher levels of satisfaction than men, controlling for all other factors.

Reference: Denise Brown, Julie Woolf and Conal Smith The Determinants of Subjective Wellbeing in New Zealand: An Empirical Look at New Zealand's Social Welfare Function Statistics New Zealand Denise.Brown@stats.govt.nz (04 931 4327)

Our Community

Unemployment: Depression, lack of direction, propensity toward crime, shorter life span in males (us. insurance statistics reveal that an average life span for males after retirement is 2 years)

Male Depression, Anxiety and Substance Abuse

Men can find it harder than women to deal with major life change, with main differences being coping mechanisms such as isolation, masking, inability to express feelings, lack of networking skills, seeing communication of emotional issues as a weakness, especially to other men, emotional repression.

New Zealand's most recent mental health survey, conducted by the Ministry of Health in 2006 found that across their lifetime, 36.5% of men will experience anxiety, mood or substance use disorders. (17.1% of men experiencing these in any 12 month period.)

Disorder	Lifetime Prevalence	12 Month Prevalence
Anxiety	19.9	10.7
Mood	15.6	6.3
Substance Abuse	17.3	5

Reference: MA Oakley Browne, JE Wells, KM Scott (eds). 2006. Te Rau Hinengaro: The New Zealand Mental Health Survey. Wellington: Ministry of Health. [http://www.moh.govt.nz/moh.nsf/pagesmh/5223/\\$File/mental-health-survey.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/5223/$File/mental-health-survey.pdf)

While this and other studies invariably find depression is more prevalent in women than men, many studies such as one published in the Australian and New Zealand Journal of Psychiatry 2005 found that women's depression is more visible than men's for two reasons:

1. Women are more comfortable talking about their moods and seeking help making their depression more observable
2. Men are more likely to respond to depression than to simply feel it and these responses are often in the form of anger, aggression, violence and suicide which are not recognised as responses to emotional distress but seen as bad behaviour.

Men's understanding of 'depression' involves a complex interaction between the experience of emotional distress and their responses to it. Once responses to emotional distress become ineffective there is the likelihood some men will employ behaviours that become increasingly risky, dangerous or life threatening & are ultimately released through anger, aggression, violence & suicide.

Observations of women by the men in this study and the women's personal accounts and observations of other women suggest that women seem ready or prepared to release or express emotions early by crying and seeking out others for help and to admit to depressive symptoms. This, in turn, leads to depression being observed and understood more in terms of women's experience, while men's experience may remain hidden and misunderstood.

*Reference: Suzanne Brownhill, Kay Wilhelm, Lesley Barclay, Virginia Schmied 2005 The 'big build': Hidden depression in men Australian and New Zealand Journal of Psychiatry 2005 39:10, 921-931 <http://informahealthcare.com/action/showCitFormats?doi=10.1080%2F1440-1614.2005.01665.x>
 Correspondence: Dr. Suzanne Brownhill, P.O. Box 265, Woollahra, Sydney, New South Wales, Australia, 1350. Email: suzanne.brownhill@bigpond.com http://www.cdu.edu.au/gshp/documents/Barclay_bigbuild.pdf*

Our Community

The population of Taranaki is approximately 105,000 people. Around 70,000 live in the north of the region served by the New Plymouth District Council, 9,000 people in the Stratford area, whilst South Taranaki has a population of 26,000 (Statistics New Zealand 2006 Census).

The main employment industries of the region are the petrochemical industry and dairy farming. Other key employment areas in the region are engineering, construction, horticulture, health, education, business services and the growing industries of tourism and film.

Unemployment in the region overall is below the national average at 5.1% (in the December 2010 quarter) compared with the national average of 6.6%.

Within the Taranaki Region, 77% of the population are European, 15% Maori, 2% Asian and 1.5% Pacific Islanders. The ethnic make-up of the New Plymouth area varies considerably by location, from 3% Maori in Egmont Village to 34% in Waitara West. In the South Taranaki District area 21.7% of people identify as Maori compared with 14.6% for all of New Zealand.

The New Plymouth District Council's Plan identifies that the ethnic mix of the area will continue to be predominately European and Maori with a continued increase in the Asian population along with other ethnic minorities.

The Taranaki Region has a similar age breakdown as the national average - 14.8% of people in Taranaki Region are aged 65 years and over, compared with 12.3% of the total New Zealand population, while 21.8% of people are aged under 15 years in Taranaki Region, compared with 21.5% for all of New Zealand. It is anticipated however, that the population will continue to age, forecasting growth of the over 65 years age group to 19% by 2020.

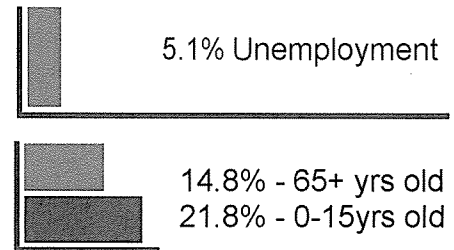
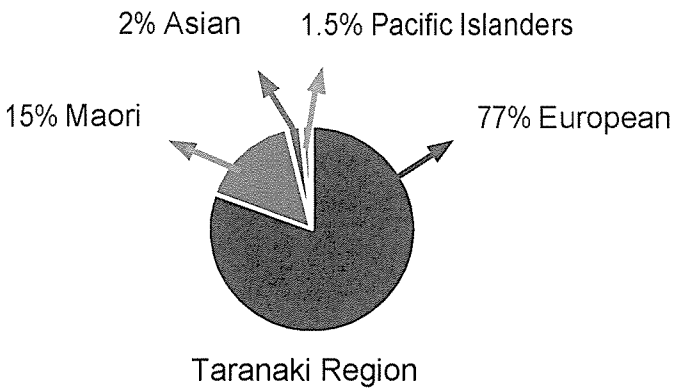
The New Plymouth District's population has grown significantly over the past 10 years, however, this has only just compensated for the decline in population of Stratford and South Taranaki districts. The NPDC Community Plan however identifies that the size of the district's population is expected to be relatively static with a small decline of population projected in Stratford and South Taranaki, and a small increase projected in New Plymouth.

“The New Plymouth Community Plan suggests that there are few changes expected in the number of people in the district, their ethnic make-up, their age profile or where they live”

**Sources: Venture Taranaki, New Plymouth District Council, 2009-2019*

Our Community

“MATES Men’s Network aims to serve the whole of the Taranaki Region. Three District Councils represent this area – New Plymouth, South Taranaki and Stratford District Councils - A model for all other regions.”



*Sources: Venture Taranaki, New Plymouth District Council, 2009-2019

MATES – A Social Approach

The latest detailed information on suicide from the Chief Coroner Judge Neil MacLean released 26th August 2011 clearly indicates that the majority of official provisional suicides are men.

In New Zealand between July 2010 and June 2011 - 60% of all suicides were men aged between 20yrs and 64yrs of age; totalling 332 deaths as opposed to national total deaths by suicide of 558. Total male suicide deaths for this year were 419 just over 75% of all suicide victims. 44 male suicide deaths were between 10yrs and 19yrs of age and 43 male suicide deaths were over 70yrs of age.

Provisional Suicide Deaths in New Zealand between July 2010 and June 2011 (Total = 558)



These men are in the prime of their life and hence their Suicide creates an enormous social impact and trauma on the New Zealand community. Between July 2007 and June 2011 – 1,619 Men completed suicide in New Zealand and 551 Women. Almost 75% of all suicide victims are male, with suicide three times more prevalent in men than women.

At an economic cost alone to our community of Male Suicide at \$448 250 per suicide x 1619 over 4 years (2007 – 2011) = \$725 716 750 (\$725 Million).

MATES participants are mainly men aged approximately between 18yrs and 64yrs of age, hence the justification of how having a MATES program in every community throughout New Zealand will create an enormous social impact both economic and emotionally.

Recently however, research on suicide has focused on the development of a unifying theory of suicide. The Interpersonal Psychological Theory of Suicide (IPTS) of suicide is a promising theory which attempts to provide a framework, not only for understanding suicide but for developing effective interventions. IPTS is a theory for which good evidence of validity is accumulating (Van Orden et al, 2008; Connor et al 2007; Van Orden et al 2006; Joiner, 2002). It was developed as an over-arching theory of suicide by Professor Thomas Joiner. Professor Joiner lost his father to suicide in 1990 and brings both his research skills and his personal experience of suicide to his work.

MATES – A Social Approach

Interpersonal Psychological Theory suggests that suicide requires both the desire to die and the fearlessness to kill oneself and can be understood as the result of the convergence of three factors:

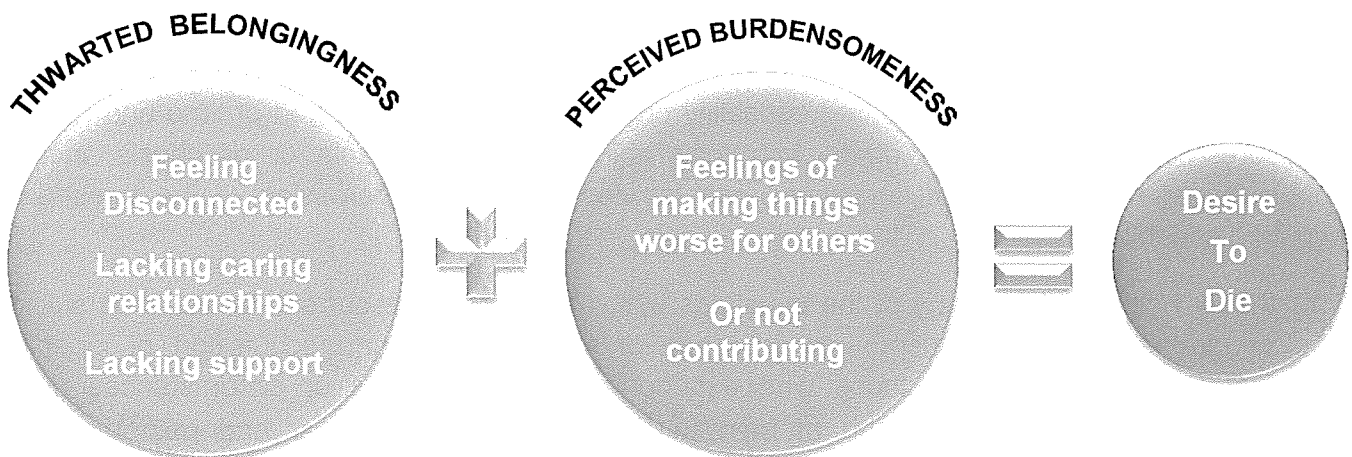
1. Thwarted belongingness
2. Perceived burdensomeness,
3. An acquired capability for suicide

The first two factors represent a sense of disconnection and of failing to make a valued contribution which prompts the desire to die, while the last represents the ability to overcome the fear of pain and death required to take one's life.

Individuals are at risk of suicide when they want to die and are capable of killing themselves. The relative rarity of death by suicide is explained by the notion that only a very small group of individuals will experience all three necessary conditions concurrently.³²

The desire to die

Joiner's theory is that the desire to die arises from two factors – thwarted belongingness and perceived burdensomeness. He theorises that an individual's unmet need for belonging and connectedness often expressed a feeling of disconnection from others, an absence of mutually caring relationships and a sense of neither being a support for others or being supported, in combination with a sense of being a burden on others by making things worse for them or not contributing the desire for death emerges.



32

Ribeiro, J., & Joiner, T., (2009). *The interpersonal-psychological theory of suicidal behaviour: current status and future directions*. *Journal of Clinical Psychology*, 65(12), 1291. Retrieved August 14, 2011, from Research Library. (Document ID: 1894063601)

MATES – A Social Approach

Thwarted belonging arises from lack of social connectedness when individuals experience of marginalisation, cultural alienation, rejection, abandonment and isolation while the sense of being a burden may arise from interpersonal conflict, unemployment, physical illness or disability.

This theory provides the framework to explain the role of the range of factors which have been demonstrated to have associations with suicide – abuse, the end of a relationship, financial pressures, work and school stress, hopelessness etc. as factors that contribute to thwarted belonging and a sense that one's death has more value than one's life.

Acquired Capability

IPTS acknowledges that the desire to die and suicidal thoughts are present in many who do not take their lives and that the desire to die by suicide is not sufficient for completed suicide to occur.

This is because despite notions that suicide is 'an easy way out or 'cowardly', dying by suicide is not in fact an easy thing to do. It involves overcoming both the instincts to self-preservation and avoidance of pain. As such, Joiner theorises that for suicide to occur in the face of desire to die, a third factor must be present – that of acquired capability or fearlessness.

The theory suggests that acquiring the capability to kill yourself requires reduced fear of death and increased tolerance of physical pain. These can be achieved through repeated exposure to physically painful and/or fear-inducing experiences. The level of fear associated with an initial parachute jump for example, reduces as more jumps are undertaken.

The IPTS theory suggests that childhood maltreatment, domestic violence, combat exposure, impulsivity, risk taking behaviours, repeated medical procedures and previous suicide attempts amongst an array of other experiences, may increase the risk of lethal suicidal behaviour because they prompt responses which include desensitisation to fear and pain.

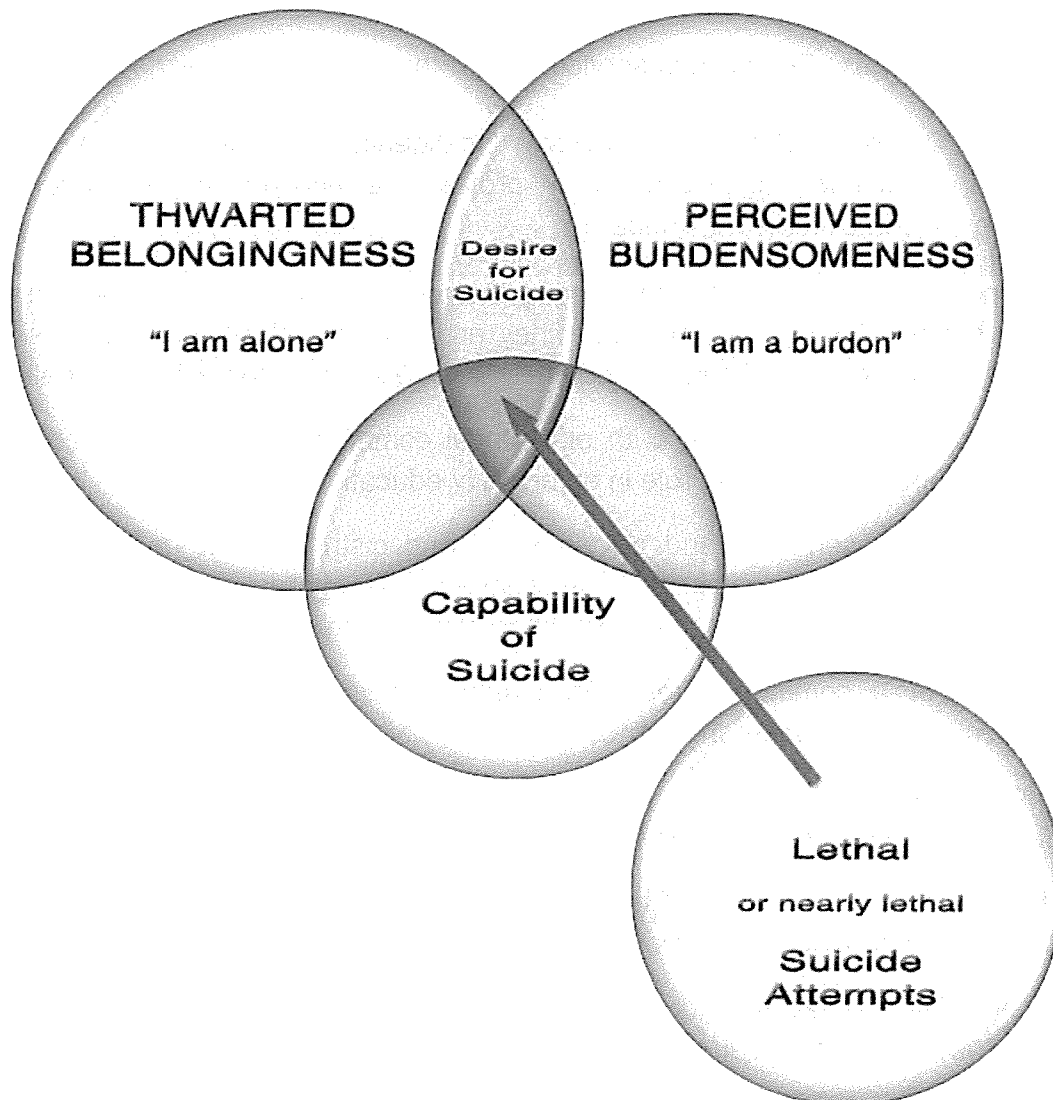
It is also theorised that while acquired capability often develops over a period of time and repeated exposures, alcohol and other drugs with their ability to induce mania or psychosis, increase impulsivity and reduce natural inhibitions can facilitate an instance crossing of the threshold to acquired capability.

This theory helps explain many of the questions which arise from the current literature on suicide. The requirement for simultaneous convergence of desire to die and acquisition of capability, explains why the majority of those who experience adverse events or circumstances do not complete suicide. The socialisation of men to be less sensitive to fear and pain³³ and the socialisation of women to value belonging and social connectedness explain the relative rates of completed suicide and suicide attempts between genders.

33

Smith, P., & Cukrowicz, K.. (2010). *Capable of Suicide: A Functional Model of the Acquired Capability Component of the Interpersonal-Psychological Theory of Suicide*. *Suicide & Life – Threatening Behavior*, 40(3), 266-75. Retrieved August 14, 2011, from Research Library. (Document ID: 2092378861)

MATES – A Social Approach



Acquired capability explains why the majority of individuals who attempt suicide will not eventually die by suicide and why up to half of those who die by suicide do so on their first attempt. It links disparate factors such as hopelessness, loss of romantic relationships, alcohol, financial pressures and interpersonal conflict under the umbrella of factors that contribute to the desire to die – thwarted belongingness and perceived burden and sexual abuse, illegal and prescription drugs, and risk taking behaviours under the umbrella of acquired capability.

IPTS explains why a history of a past suicide attempt is found in the literature to be one of the strongest and most reliable predictors of suicidal behaviour given its ability to increase tolerance to pain and fear.

It also explains why a history of self-harm is not necessary for suicide given the capability for fearlessness to be acquired through behaviours other than suicide attempts. It explains the link between impulsivity and suicide given impulsive individuals are more likely to engage in behaviours that are painful and provocative and build acquired capability.

MATES Outreach Program

1. **Empowering Community:** Provision of services under the MATES Outreach Program:

- **The MATES Outreach Program-** Providing Confidential Forums for Men, developing and utilising partnerships with local community, professional and government organisations, and playing a key role in Community education.
- Provide Confidential Forums for Men, giving them the opportunity to talk and be listened to about any subject, feeling or experience they are having in their lives addressing loss and grief, depression, thoughts of suicide and Forums for Men with mental health challenges.
- Continuing to utilize partnerships with other local community, professional and government organizations; and playing a key role in community education through:
- Provision of public seminars and development and distribution of up to date and factual information relating to Men's issues; Establishment of an interactive support website for men; Supporting and helping in charitable events and other organisations
- The creation of a community resource directory of specifically men's support services (available online @matesmensnetwork.com).
- The development and provision of services and programs within the Department of Corrections including Probation and Parol Services
- The development and provision of a Youth Authenticity Program for males involving talks at schools around manhood, responsibility, suicide, self-esteem, relationship and communication.
- MATES and The MATES Programs are addressing many issues costing our communities dearly. Not just in economical cost but also the enormous social impact, through a strength based initiative.
- By empowering Men, MATES are lowering the rising rates of; Male Suicide, Family Violence, Depression, Relationship, Breakdowns, Health Challenges, Criminal Activity, Addictive and Dysfunctional Behaviour, Stress, Violence, Low Self-Esteem, Lack of Direction and Focus...



MATES Development Program

The MATES Development Program

- Empower men towards the realisation of their full potential, strength & functionality in their selves, their Community and Life; becoming Role-Models in their community.
- Create opportunities for growth through learning, communication, life-skills and experience.
- Impart strength and confidence via support, respect, mate-ship and unconditional positive regard from other men.
- Inspire direction, clarity and understanding in all men through a group empowered process, realising their own individual life potential.

The MATES Development Program is a further pathway into MATES whereas men are encouraged to commit to their own process of personal development (to become the best they can be) in a nurturing, caring yet challenging environment with other men.

The program will be accessed online from the MATES website, men are encouraged to keep attending outreach meetings and every 2 months those who have completed 8 modules will be invited to a weekend workshop where further facilitation and practical techniques will be given to create a rapport and support from other men.

<i>Authentic Life Program</i>					
The Qualities of an Authentic Life		Principles of Life & the 7 Deadly Sins		The Path to Authenticity & Stories on the Path	
x	Introduction	x	Introduction	x	Introduction
Mod.1	Environment	Mod.1	Unity	Mod.1	Complacency
Mod.2	Purpose	Mod.2	Responsibility	Mod.2	Motivation
Mod.3	Presence	Mod.3	Balance & Harmony	Mod.3	Empowerment
Mod.4	Awareness	Mod.4	Vision & Creativity	Mod.4	Ignition
Mod.5	Knowledge	Mod.5	Change & Opportunity	Mod.5	Awakening
Mod.6	Appreciation	Mod.6	Gratitude	Mod.6	Attention
Mod.7	Integrity	Mod.7	Momentum	Mod.7	Organisation
Mod.8	Health	Mod.8	Surrender	Mod.8	Revelation
Mod.9	Empowerment	Mod.9	Cyclic Activity	Mod.9	Regeneration
Mod.10	Resistance	Mod.10	Radiation	Mod.10	Stabilisation
x	Revision Mod.1 - 10	x	Revision Mod.1 - 10	x	Revision Mod.1 - 10
Mod.11	Contribution	Mod.11	Order & Organisation	Mod.11	Realisation
Mod.12	Authenticity	Mod.12	Resistance	Mod.12	Illumination

MATES Training Program

The MATES Training Program

- Deliver practical life educational programs improving men's access to education, training and community infrastructure, to assist with overcoming personal crisis.
- Help all men move triumphantly through major life change utilising its lessons to enhance their lives for themselves, their families, friends & their community.
- Facilitator and Leader Experiential Training Programs for Men to assist in running meetings, programs, seminars and establishing new centres.

The MATES training program takes men further down the path to authenticity through experiential and team development in delivering programs to other men. The Team Leaders work closely together supporting and encouraging each other.

Supervision is important after meetings to allow facilitators to complete the group process and monitor thoughts and feelings that may arise in themselves. The Training Program is an amazing opportunity for personal development due to many and varied experiential processes encountered and the accountability of working in a team committed to growth and contribution.



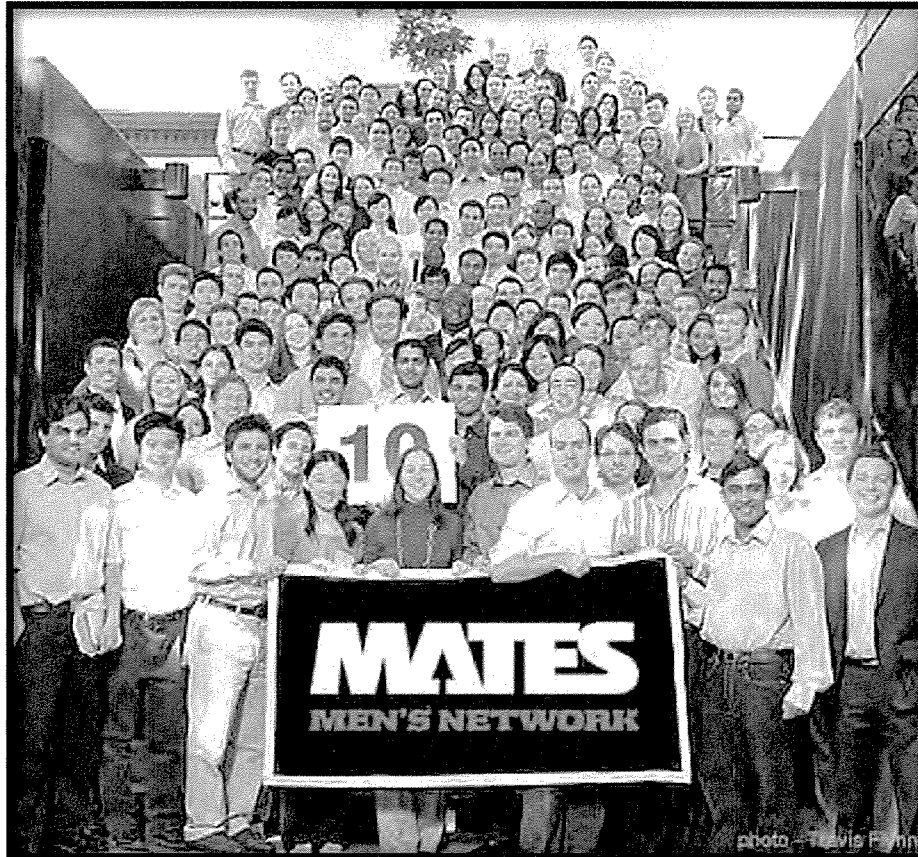
MATES Community Empowerment Program

MATES and The MATES Programs are addressing many issues costing our communities dearly. Not just in economic cost but also the enormous social impact, through a strength based initiative.

By empowering Men, MATES are lowering the rising rates of; Male Suicide, Family Violence, Depression, Relationship Breakdowns, Health Challenges, Criminal Activity, Addictive and Dysfunctional Behaviour, Stress, Violence, Low Self-Esteem, Lack of Direction and Focus...

MATES continue to reduce the alarming statistics of social dysfunction through:-

- Creating supportive environments for men.
- Offering relevant and suitable strength-based life education.
- Personal development programs.
- Enhancing community awareness via collaboration, consultation and education.



MATES Corporate Program

- Delivering Training programs based on Corporate Authenticity empowering all management and staff in encouraging them in being Real, working with Honesty, Transparency, Genuine Communication and Trustability to empower the purpose of your Corporate Enterprise.
- Authenticity in the workplace can transfer its principles into your staff, products and services and onwards to your customers.
- Being Real, working with honesty, transparency and trustability to empower the purpose of your Corporate Enterprise.
- Cultivate lasting relationships with staff and customers, not just transactions through genuine communication.
- Invest in the internal capabilities and expertise to drive and deliver value to and from your staff and clients.
- Develop confidence, self-esteem and integrity in your employees to empower your organisation from within.



Testimonials

"This was a fairly dramatic and highly unpleasant time that left me highly stressed and in a lot of self-doubt...I have attended regular meetings since then and have found a huge level of comfort amongst members. It is a very non-judgemental environment where I feel accepted for all of who and what I am. I gain huge amounts of clarity and insight from all members and meetings." – Lawrence

"The MATES Programme provides a unique but "real way of focusing upon yourself, learning new ways to think and be, for and developing tools and the mind-set to reach your highest potential as a man...Their support has been immense – a level that in my experience is unparalleled anywhere...It is not an overstatement to say that MATES probably saved my life." – Craig

"Please accept this as an indication for my support of the work done by MATES. In today's world there is a great need of support for those men affected by relationship break-up and other causes of depression & even suicide. Organisations such as MATES allow men affected by feelings of depression the change to seek the assistance of someone who understands their plight & can offer real advice." - Ken Ticehurst MP

"In the short time I have attended MATES I learnt about the mask we can all wear and it felt like mine was going to crack and upon leaving that meeting I also felt like I had a hole in my safety net...Gradually my life has started to change & every time, around & in that energy of MATES, I grow closer to that Authentic Life we long for & deserve to have and personally look forward to the time & challenges to come." – Ricky

"This for me was the start of something awesome. Men here were interested in where I had been, but more so where I was going. This question was one I wanted answers for and they seem to give me a sense of hope which I hadn't seen before. It was incredible the feelings I had from these meetings and I wanted more of it. I knew it was good for me...The Mates group has given me the tools and the vehicle to be a better man for sure. I have no intention of suicide now, I respect myself too much. I have a better outlook on life, I am excited about the future I am building new relationships and loving my family and friends. I am now in a position with skills and experience to help other men." - Peter

"Getting actively involved with MATES has really supported me in my journey of healing from a relationship breakup, development of myself, change, growth as a Empowered man following my Purpose and to be an Authentic Man. Whilst allowing me to find my own answers to journey from the depression to empowerment, through heart felt support and challenge from a community and fellowship of men...I see MATES as I place where I can be myself without Judgment, I don't need to hide anymore." - Aaron

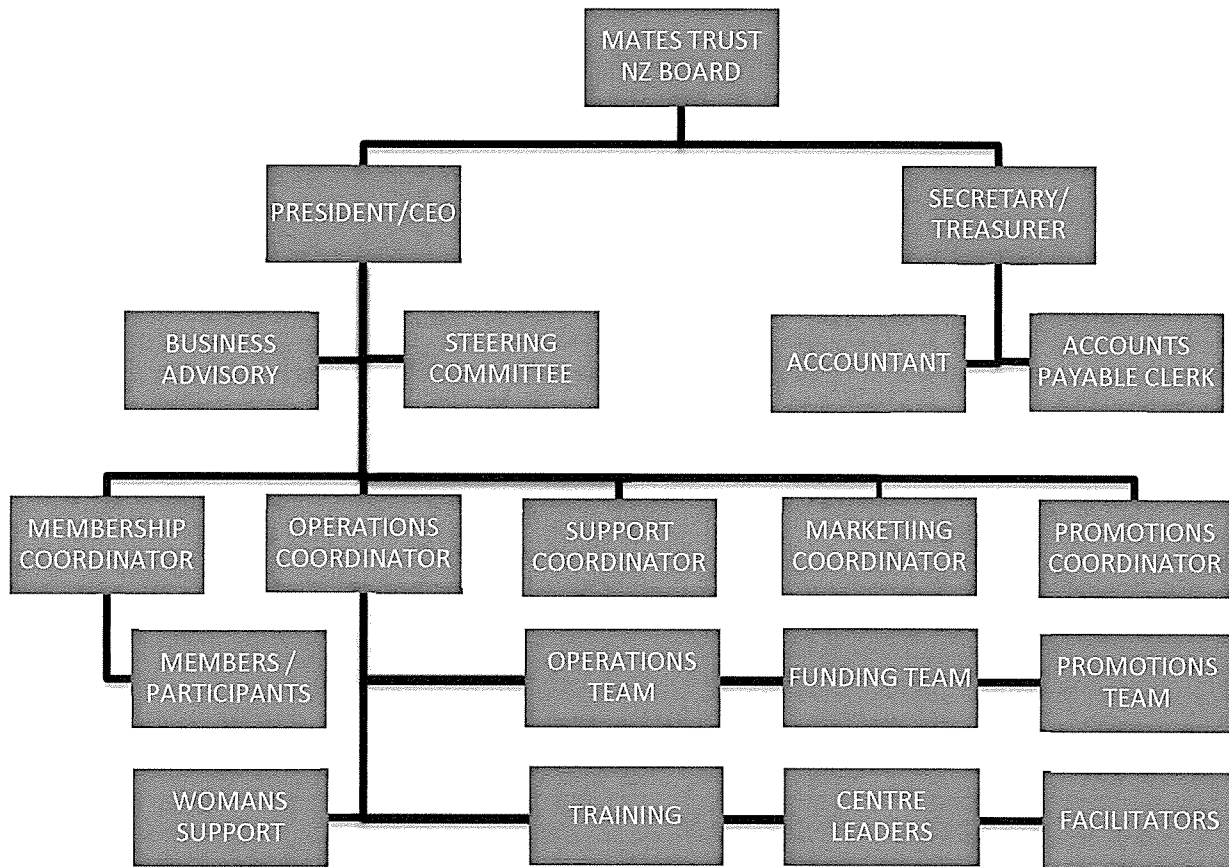
"There have been tears and laughs as we share together. Quite often I am surprised by what happens during our sharing together. I've found a healing takes place as we humble ourselves and share from our hearts. There is opportunity for the guys to really encourage those who are going through a rough patch in their lives. There is a great deal of wisdom that is shared and I have personally grown and learnt a lot through the times of encouragement...I have really enjoyed the challenging process that I have seen in my own Life and I hope that many other men will come on board so that MATES can make a difference in their Lives as well." - Kevin

"There is a real lack of men's support, especially for men with a mental health issue and this group provides an important element often missing from their lives. I see them emerging after the group and they seem positive and happy with the new information given and skills learnt." – Progress to Health

MATES Organisational Structure



“Empowering Community – Saving Lives”



MISSION:

MATES are dedicated in reaching out to and supporting those Men in Need, to help all Men find Direction and Purpose in their Lives, to create Male Role-Models and Empower Community and to develop its Network providing Personal Development and Training Programs, Corporate Authenticity Programs and Community Support Networks for Men.

Trust Primary Objectives

PRIMARY AIM:

MATES are dedicated to empower community, through reaching out to, supporting, and encouraging all men to find direction and purpose in their lives, preventing male suicide and creating positive male role models for our community.

The 3 Primary objectives are:

4. **Empowering Community:** Provision of services under the MATES Outreach Program, Community Empowerment Program, Seminars, Talks, Outings and Events.
5. **Empowering Men:** Provision of services under the MATES Development Program, Training Programs and Workshops.
6. **Empowering Businesses / Corporations:** Provision of Education and Training under the Corporate Authenticity Program, Marketing and Promotion.

TRUST STRATEGIC OBJECTIVES:

- MATES Trust NZ Community Prototype will be completed in 3 years.
- MATES will be known for its professional high standards which produce consistently excellent results.
- Our staff and members will all follow dress & action codes that produce the most positive impact.
- They present the best of themselves at all times.
- The client will have their needs attended to adding to the success of MATES through Program and Personal Evaluation.
- All employees will be inspired by the managers to give their best and have opportunities for self-development enjoying the process as part of a team.

Board Role & Responsibilities

MANAGEMENT STRATEGY

Management walks the talk. High standards in personal development are implemented by management. Constant review of the Primary Aim maintains passion which is passed on to employees in the enthusiastic implementation of methods and being.

A list of the twelve key board roles and responsibilities:

- | | |
|------------------------------------------------|-------------------------------------------------|
| 1. Set and maintain vision, mission and values | 7. Ensure compliance with the law |
| 2. Develop strategy | 8. Maintain proper fiscal (financial) oversight |
| 3. Establish and monitor policies | 9. Select and support the chief executive |
| 4. Set up employment procedures | 10. Respect the role of staff |
| 5. Ensure compliance with governing document | 11. Maintain effective board performance |
| 6. Ensure accountability | 12. Promote the organisation |

The Chairman's Role:

The role of chairman of MATES Trust NZ is about protection and nurturing of the MATES group and structure creating opportunities to save lives and to make a difference in our communities. As an organisation we rely on individuals to step up actively taking on roles to enable achievement and development of goals; in doing so grow ourselves, grow the organisation and grow the community.

The opportunity for individuals within MATES is limited only by their willingness to get involved in creating their own futures by taking responsibility for individual actions and examining and working through individual weakness and developing strengths. MATES can only get stronger as we all step up as co-creators of our future. The chairman shares the responsibility of governing with the other trust board members offering support to the CEO, committee and where necessary, creating and directing change to grow the MATES organisation. MATES provide us with a strong vehicle for growing strong communities and strong men building on core values and working within a code.

The role of the board and chairman in the legal sense is set out in the MATES Trust NZ Trust Deed describing the structure of the MATES organisation. It explains how the board will make decisions in accordance with trust guidelines for the purpose of supporting the organisation to function in its fullest capacity whilst maintaining integrity and working within its said purpose. The board is responsible for the governance of MATES and the chairman by extension responsible for the organisation meeting compliance regulations as set out by the DIA and other regulatory groups as may from time to time oversee the actions and opportunities undertaken by MATES.

The chairman agrees to be a representative of the board and its members and perform the practical day to day duties as chairman including close communication with the CEO and committee, the sharing of ideas and goals, building and developing strategic plans, marketing and promotion, and empowering the CEO to continue refining the processes which we utilise in the creation of the MATES community. Working closely with the board, the committee and the CEO maintains strong bonds creating opportunities for growth on a personal and organisational level.

Board Role & Responsibilities

Board Member Job Description:

1. To ensure that MATES Trust NZ complies with its governing document (constitution), and any other relevant legislation or regulations.
2. To ensure that MATES Trust NZ pursues its objects as defined in its constitution.
3. To ensure MATES Trust NZ uses its resources exclusively in pursuance of its objects: MATES Trust NZ must not spend money on activities which are not included in its own objects, no matter how worthwhile or charitable those activities are.
4. To contribute actively to the board of trustees' role in giving firm strategic direction to MATES Trust NZ, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets.
5. To safeguard the good name and values of MATES Trust NZ.
6. To ensure the effective and efficient administration of Creating Excellence.
7. To ensure the financial stability of MATES Trust NZ.
8. To protect and manage the property of MATES Trust NZ and to ensure the proper investment of MATES Trust NZ funds.
9. If MATES Trust NZ employs staff, to appoint the chief executive officer and monitor his/her performance.

A Position Contract:

Provides a sense of commitment and accountability and a summary of the results to be achieved by each position in the company:

- The work the occupant of that position is accountable for
- A list of standards by which the results are to be evaluated
- A line for the signature of the person who agrees to fulfil those accountabilities.

I.....hereby commit to achieving these required results while maintaining the high standards set out in this role description.

Signature.....

Some of the MATES Team



Blair Hodson: Centre Leader / Trust Chairman

I am a passionate father of 3 girls and proud grandfather exemplifying my belief in the importance of family and working together, and in total responsibility for one's life. I have a strong reputation for being a man of integrity, loyalty and compassion. I believe that MATES provides us with a strong vehicle for growing strong communities and developing strong men. My role as Trust Chairman is to work closely with the CEO and Board in meeting compliance regulations, encouraging and supporting, building and refining processes and keeping communication at an optimum level to create success in all levels of development of MATES. My abilities in communication have been further developed by directing stage shows and through my work.



Aaron Tasker: Centre Leader / Trustee

I have a passion for Men's work, facilitating and supporting growth and change in myself and others. Being a conscious role model especially reflects in my life as a father in spending quality time with my son and hence immensely enjoy working with youth. After successfully working in the farming for 10 years I diversified my skills toward the outdoor education sector, working as an instructor, youth worker, tutor and facilitator within outdoor centers in New Zealand and Canada. My other passions in life are various traditions, particularly around nutrition, nature, naturopathy and using my skills as a craftsman using rawhide and buckskin. I enjoy being close to nature and all the richness and benefits provided, when we open ourselves to it.



Peter Puketapu: Centre Leader / Trustee

During the completion of my degree in Social Work with Massey University, I made the decision to put my efforts into the community most close to my heart, a decision I have never regretted. I have 4 children and 3 gorgeous grandchildren and follow the pioneering spirit of our forefathers / Tupuna to love our families with every breath, respect our women, honour them and treasure our children, for they are the ancestors / tupuna of tomorrow. I am a true believer in *Action breeds commitment*, 'if you say you're going to do it, then do it!' strive to be real.
E tu Tama Tane Kia kaha, kia maia kia manawanui



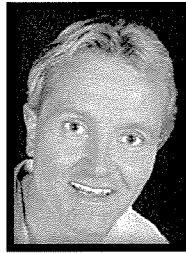
Sheralee Faull: Secretary – Treasurer / Trustee

Giving to the people we associate with 'Our Community' I feel is so important for who we are and how we show up in this world. Working in the health industry as a nurse all my adult life and through personal experience and learning, I have expanded into the nutrition, health and wellness fields. Sharing my knowledge with others, enabling them to create their own best health and life, is a passion. I believe supporting, respecting and encouraging each other as male and female helps create an optimal environment to reach our true potential. Our body wants to thrive, our heart wants to give & receive, all nature supports us; we have everything we need within to 'Just do it!'



Peter Maessen: Trustee

I have taken on the role of leadership seriously in my life, either through my close relationship with my sons, my work as a builder or in inspiring others particularly in the MATES program. Success for me is to be the best man I can be and thinking outside the square, welcoming challenges and succeeding timelines through focus, organisation and passion for whatever it is I am creating. The fulfilling moments in my life are with family, church, personal fitness and achievement, music, business and travel. I am a craftsman in life and always finish well through honesty, loyalty, compassion and understanding which are some of the qualities I bring to MATES



Working Together

Kerry Babbage Founder / CEO MATES

I see my role as facilitating a unified collective of people toward a common objective of personal development and fulfillment. This role is crucial to the continued development of MATES, constantly developing new ways of optimizing, especially in terms of our programs, promotion & networking.

Working together with our Trust, Committee and other dedicated members has helped MATES develop new goals and levels of understanding to generate fresh and new ideas to further our works and links. The continued development & unfolding of MATES over the past decade through practical and inspirational processes has provided clarity to create a multilayered understanding, discovering how MATES works and benefits every individual, the organisation and the community at large.

More and more people are being open and supportive of MATES being part of the process of development of a community resource that has major implications for use both regionally, nationally and internationally. With the support and encouragement of those around us, utilising combined skills and wisdom as a team enables MATES to think more creatively, breaking down barriers and sharing our message with Our Community & the World of 'What can be accomplished when working together'

Kerry has studied and practiced many wisdom teachings of both Eastern and Western traditions for over 25 years, helping develop his understanding and aspiration toward the experience of purpose, sense of self and the interconnectedness of Life. The human psyche has also been an intrinsic part of Kerry's education, in that true growth & understanding is proportional to the development and use of our physical, emotional & mental faculties.

Over the last 12 years Kerry has worked extensively in counseling, running men's forums, workshops, seminars, public speaking engagements & teaching in Australia and New Zealand on many and varied topics relating to personal development. He has an innate ability to connect with people & communicate in a fun, yet potent way.

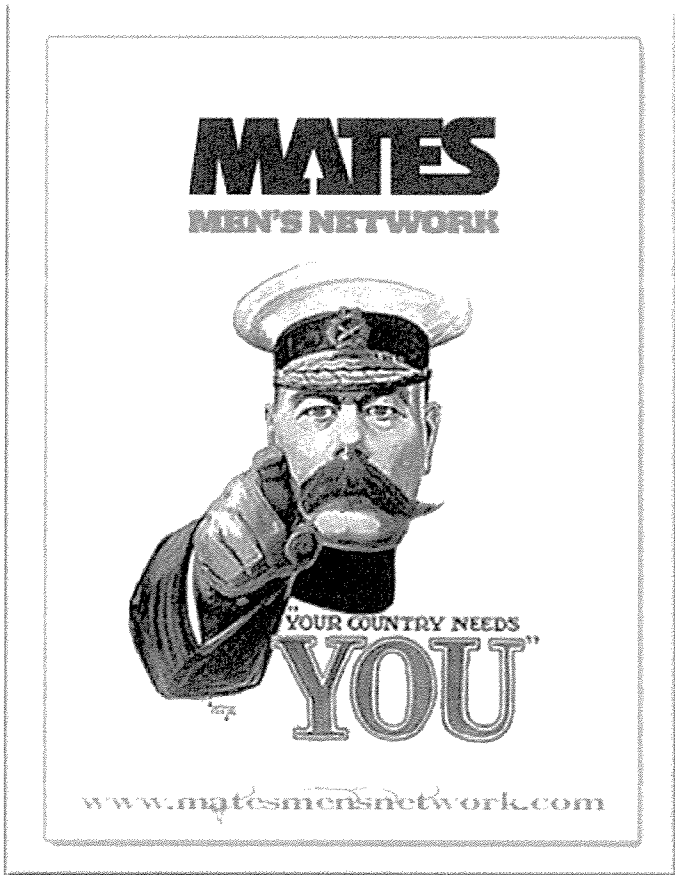
The MATES Men's Network was founded by Kerry in 2003 with its main objective – To create a conscious community through inspiring direction, clarity & understanding in all men through a group empowered process enabling them to realise their own individual life potential and therefore empower those around them.

In working closely with both men and women Kerry has, through his understanding of his experience and the experience of others realised the significance of relationship, not only with each other, but with life. MATES is constantly growing and transforming; offering practical truth through experiential techniques to transform our lives.

Kerry has realised his life's path to be that of teaching, and developing more efficient and powerful transformational tools and techniques. He has an extraordinary ability to connect to and define truth in a practical and readily absorbed way. His attitude towards life is that of an adventure in learning from its lessons, and most of all expressing his sense of self through creativity and innovation.

"In all life's teaching the most powerful is the sense of life's purpose, a sense of not only understanding what needs to be done, but the ever-increasing knowledge of one's unlimited potential to do it."

Looking for Good Men!



Help MATES Empower Your Community

Presently MATES Men's Network have established operational centres in New Zealand and are aiming at Fifty Centres Nationally by the end of 2012...

We are looking for Good Men who wish to become the best men they can be progressing through our Development / Training courses & give back to – Empower Community.

The Men we are looking for need to be open, honest and compassionate and are Leaders in the community that people respect and trust.

MATES enable you as a Centre Leader to facilitate Men from a place of weakness to a place of strength where they too may empower the people around them and the community.

MATES save lives not only by helping men from complacency to empowerment but literally...

New Zealand as is the rest of the world are losing the opportunity to see great men share their gifts with us because in a time of crisis they take their own lives.

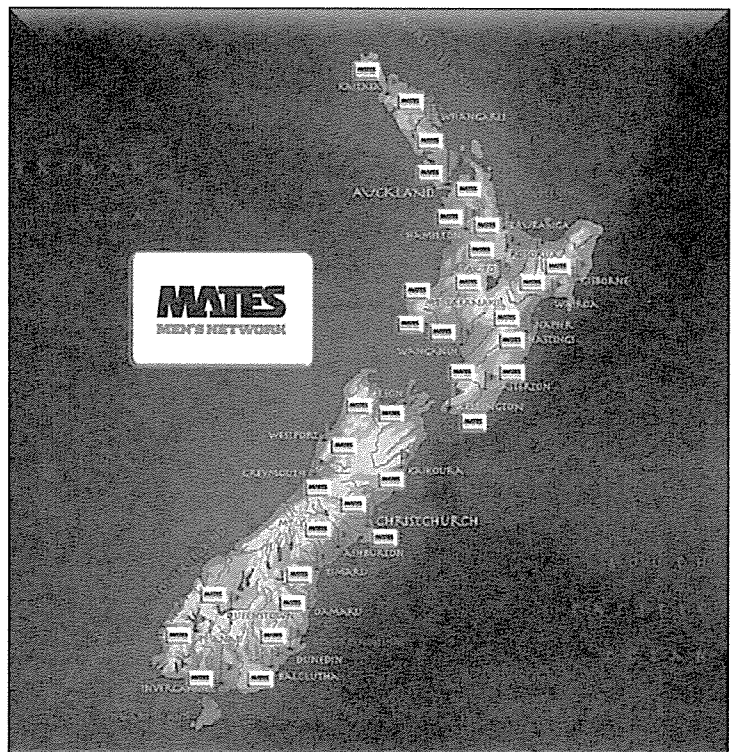
MATES will continue to be there for these men and as a Centre Leader you to will one day help to save a man's life...is there anything more worthwhile in Life?

JOIN US...this is the Adventure you have been dreaming of...

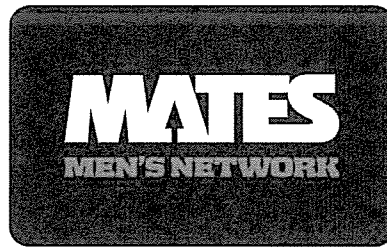
Join us in supporting others, empowering community, workshops, seminars get-togethers and outdoor adventures but most of all in Mateship.

Contact MATES:

Leadership@matesmensnetwork.com



The Project to Prevent Male Suicide
throughout New Zealand and create positive
male role models in our Community



NATIONAL PLAN

May 2012

*Working in alignment with the Māori conceptual framework of Tika, Pono
and Aroha - the self-regulating responses to wellbeing encompassing the
balance of our Wairua (spiritual wellbeing) and maintaining our
Mana (dignity, humbleness and character)*

Tika - the right exercise of Mana in truthfulness, openness and depth

Pono - seeking to reveal reality with honesty and integrity

Aroha - expressing empathy, compassion & joy for others in all that we do

Prepared by
Mr. Kerry Babbage
(Founder / CEO MATES Men's Network)

"A ship in port is safe, but that is not what ships are for."

- **Grace Murray Hopper**

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The Cost of Suicide



Suicide

Almost 75% of all suicide victims are male, with suicide three times more prevalent in men than women. This means that men are more likely to be victims of suicide and also to experience the suicide of one of their peers. Despite the fact that men are far less likely to seek support than women, many men are attending MATES meetings due to loss and grief. They are men who have lost a brother, son, close friend or other family member to suicide.

The direct indirect costs of suicide; including loss of productivity and the cost of support to the bereaved is estimated at \$2.6billion against the NZ economy by the Ministry of Health. Between July 2007 & June 2011 1,619 Men completed Suicide in New Zealand.

In a recent community survey, local residents were asked to look 5 years into the future and describe how they would know if things were better or worse. Higher suicide rates was considered one of the twenty 22 indicators of a community that had not improved; There are over 530 people who deliberately kill themselves each year in New Zealand, nearly 10 people every week. There are over 5300 attempted Suicides each year over 100 per week.

Besides the incredible emotional impact suicide costs our community \$1,587,217,500 / Yr

Suicide Costs Dearly:

- **Economic:**
\$448,250 per Suicide x 530 = \$237,572,500
- **Economic:**
\$6,350 per Attempted Suicide x 5300 = \$33,655,000
- **Non-Economic:** (The grief / bereavement of family & friends, & lost potential of lives cut short.)
\$2,483,000 per Suicide x 530 = \$1,315,990,000

The Total Economic and Non-economic costs = \$1,587,217,500

= \$363.33 each year / \$7.00 per week for every Man, Woman and Child.

(Population of New Zealand 28th June 2010 = 4,368,475)

The Project to Prevent Male Suicide throughout NZ and create positive male role models in our Community

MATES National Plan 2012

The Cost of Suicide

"If 10 of our Armed Force's Personnel were dying each and every week in a War, there would be a public outcry and it would be on the front of our Newspapers and Headline News on TV... Yet sadly we rarely hear about it."

Taranaki is a great place to live and has an amazing community spirit, New Plymouth voted Best Small City to live in the World. Yet Taranaki is 1½ times the National Rate of Men aged between 25 -44 who kill themselves 29 per 100,000 compared to 17 per 100,000.

Men kill themselves deliberately 6 times more than women in Taranaki, compared with the National Average of 4x more. *With a population of 105,000 Taranaki has over 16 Completed Suicides per year and 160 Attempted Suicides (Statistically)*

Economic costs: (Cost per suicide = \$448,250)

(Services used in cases of suicide and attempted suicide. Lost production from exit or absence from the workforce)

Suicide -

- Excluding lost production = \$4,694,000
- Lost production (8% discount rate)= \$201,498,000
- Total = \$206,192,000

Attempted suicides - (Cost per attempted suicide = \$6,350)

- Costs excluding lost production = \$19,092,000
- Costs of lost production = \$13,247,000
- Total = \$32,339,000

Non-economic costs: (Cost per suicide = \$2,483,000)

(Lost years of disability-free life / grief of family, whānau & others or willingness-to-pay or quality of life) To the above totals, add the following non-economic (or intangible etc.) values for lost life & quality of life. This calculation assumes that all life years are of equal value, despite the existence of evidence to the contrary (O.Dea 2004).

At an 8% discount rate: Value of years of disability-free life lost = \$1,142,400,000

Total economic plus non-economic costs per completed suicide = \$1,381,492,000

REFERENCES: 1. Ministry of Social Development: <http://www.socialreport.msd.govt.nz/health/suicide.html> / 2. Ministry of Health - The Cost of Suicide to Society: [http://www.moh.govt.nz/moh.nsf/0/BFA96AA9486D2C3BCC2570D4008009E6/\\$File/thecostofsuicidetosociety.pdf](http://www.moh.govt.nz/moh.nsf/0/BFA96AA9486D2C3BCC2570D4008009E6/$File/thecostofsuicidetosociety.pdf) 3. MA Oakley Browne, JE Wells, KM Scott (eds). 2006. Te Rau Hinengaro: The New Zealand Mental Health Survey. Wellington: Ministry of Health: [http://www.moh.govt.nz/moh.nsf/pagesmh/5223/\\$File/mental-health-survey.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/5223/$File/mental-health-survey.pdf) 4. Suicide Facts 2008, Ministry of Health: <http://www.moh.govt.nz/moh.nsf/indexmh/suicide-facts-deaths-2007-dec09> 5. Alexander R. Rich PhD, Joyce Kirkpatrick-Smith, Ronald L. Bonner, Frank Jans 1992 Gender Differences in the Psychosocial Correlates of Suicidal Ideation Among Adolescents Journal of Suicide and Life-Threatening Behaviour Volume 22, Issue 3, pages 364–373, Fall 1992 <http://onlinelibrary.wiley.com/doi/10.1111/j.1943-278X.1992.tb00741.x/abstract>

The Cost of Suicide

Table 1: Provisional Suicide Deaths and per 100,000 rates July 2007 – June 2011

Year	2007/2008	2008/2009	2009/2010	2010/2011	Total
Total	540	531	541	558	2170
Per 100,000	12.2	12.04	12.26	12.65	

Note: The per 100,000 population rate shown has been calculated following Statistics New Zealand annual population estimates.

Table 2: Male and female provisional suicide deaths and rates per 100,000 population between July 2007 and June 2011 (n=2170)

Year	Males		Females		Gender Rate Ratio (M:F)
	Number	Rate	Number	Rate	Rate
2007/2008	405	19.35	134	6.15	3.02:1
2008/2009	394	18.61	137	6.23	2.87:1
2009/2010	401	21.44	140	6.29	2.85:1
2010/2011	419	19.36	139	6.2	3.01:1

Note: The per 100,000 population rate shown has been calculated following Statistics New Zealand annual population estimates.

Table 3. Provisional Suicide deaths reported to the Coroner by age and gender between July 2010 and June 2011 (n=558)

Age Group (years)	Males		Females		Total	
	Number	Rate	Number	Rate	Number	Rate
5-9	0	0				
10-14	4	2.68	4	2.79	8	2.73
15-19	40	24.53	16	10.38	56	17.66
20-24	53	31.73	16	10.19	69	21.23
25-29	37	25.34	15	9.55	52	17.74
30-34	28	21.37	13	9.21	41	15.07
35-39	33	23.91	10	6.57	43	14.82
40-44	36	24.16	9	5.52	45	14.42
45-49	43	27.92	14	8.5	57	17.92
50-54	39	26.89	17	11.11	56	18.79
55-59	33	26.19	10	7.64	43	16.73
60-64	30	25.86	4	3.33	34	14.34
65-69	10	11.49	3	3.26	13	7.22
70-74	13	18.84	2	2.17	15	10.34
75-79	8	16.32	2	2.66	10	9.52
80-84	7	19.44	1	1.78	8	9.75
85 +	5	20	3	6.36	8	4.62
Total	419	19.36	139	6.2	558	12.65

Note: The per 100,000 population rate shown has been calculated following Statistics New Zealand annual population estimates for the 2011 year.

Source: Media statement sent on behalf of the Chief Coroner, Judge Neil MacLean
(26 August 2011- Media contact for the Chief Coroner: Steve Corbett / Steve.corbett@justice.govt.nz)

The Project to Prevent Male Suicide throughout NZ and create positive male role models in our Community
MATES National Plan 2012

The Cost of Suicide

Table 4. Provisional suicide deaths reported to the Coroner by ethnicity between July 2007 and June 2011 (n=2170)

Year	Asian		Māori		Pacific		Other	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
2007/2008	21	5.93	87	15.39	24	9.05	408	13.26
2008/2009	10	2.82	95	16.81	26	9.81	400	13
2009/2010	22	6.21	105	18.58	31	11.69	383	12.45
2010/2011	19	5.36	101	17.87	22	8.3	416	13.52

Table 5. Provisional Suicide deaths reported to the Coroner by method between July 2007 and June 2011 (n=2170)

Method Type	2007/2008	2008/2009	2009/2010	2010/2011	Total
Cutting & piercing instrument	10	15	9	4	38
Fire	4	10	3	10	27
Firearms & explosives	45	50	50	38	183
Hanging, strangulation & suffocation	295	277	321	306	1199
Jumping from high place	11	17	19	12	59
Other poisoning (overdose/self-poisoning)	72	82	66	96	316
Other Type	1	2	3		
Poisoning by gases & vapours	83	56	56	61	256
Submersion (drowning)	11	9	10	17	47
Transport	9	15	6	12	42
Total	540	531	541	558	2170

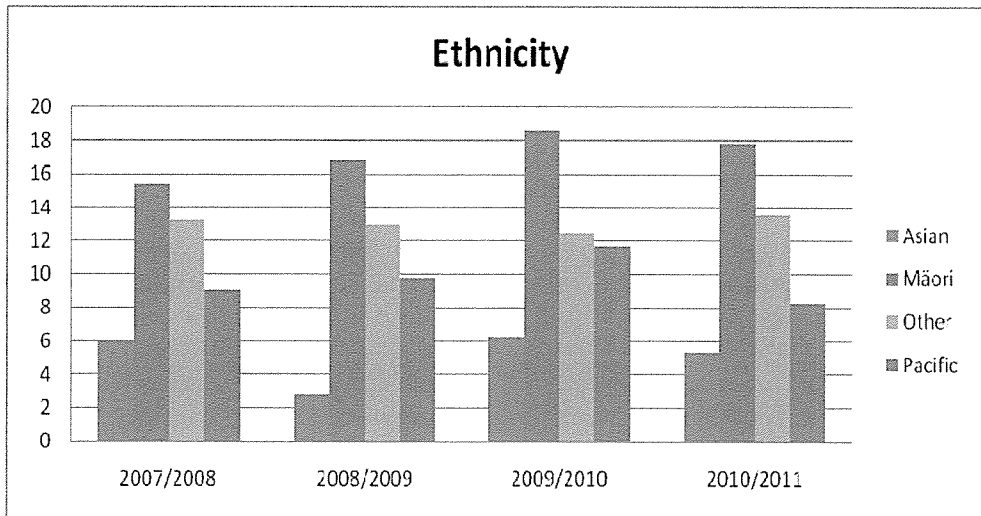
Table 6. Provisional Suicide deaths by Coronal Region 1 July 2007 until 30 June 2011

Coronial Court	2007/2008	2008/2009	2009/2010	2010/2011
Auckland CS	155	146	139	151
Christchurch CS	92	70	80	89
Dunedin CS	37	50	60	45
Hamilton CS	48	68	55	49
Hastings CS	35	32	32	37
Palmerston North CS	53	53	54	53
Rotorua CS	35	53	44	60
Wellington CS	64	40	57	52
Whangarei CS	22	19	20	22
Total	541	531	541	558

Source: Media statement sent on behalf of the Chief Coroner, Judge Neil MacLean
(26 August 2011- Media contact for the Chief Coroner: Steve Corbett / Steve.corbett@justice.govt.nz)

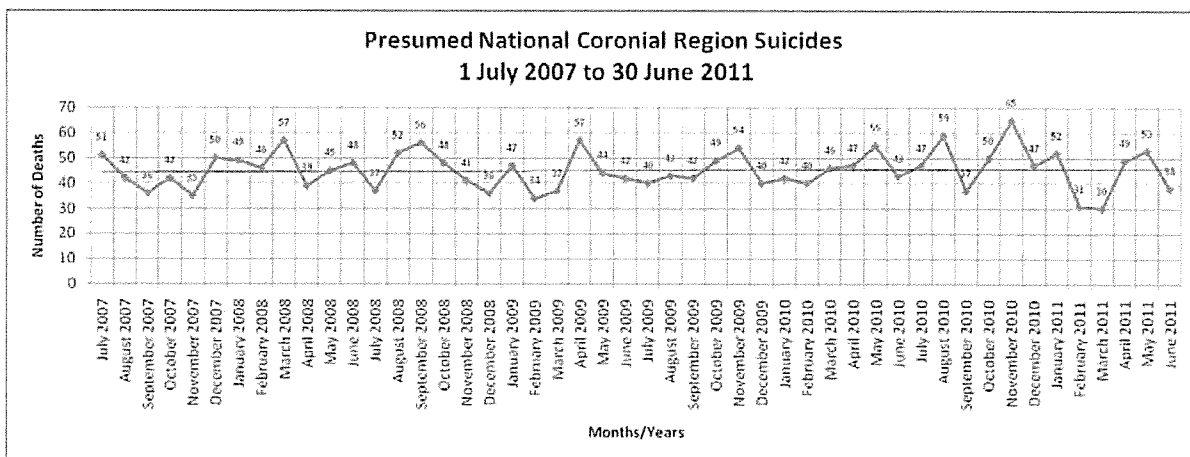
The Cost of Suicide

Figure 1. Provisional suicide rates by ethnicity per 100,000 population between July 2007 and June 2011 (n=2170)



Note: The per 100,000 population rate shown has been calculated following Statistics New Zealand annual population for the 2006 census year. Ethnic groups have classified in the following groups: Māori, Pacific peoples, Asian, Other (including European, Not Elsewhere classified and New Zealand European). The small numbers and volatile nature of these data for Pacific and Asian peoples makes reliable estimation of the patterns very difficult and may be misleading.

Graph 1. National Trendline



Source: Media statement sent on behalf of the Chief Coroner, Judge Neil MacLean (26 August 2011- Media contact for the Chief Coroner: Steve Corbett / Steve.corbett@justice.govt.nz)

The Cost of Suicide

Male Suicidal Ideation (Thinking), Planning, Attempts and Completion

The NZ Mental Health Survey showed that 14% of males engaged in suicidal thinking, 4.6% had made a suicide plan and 3.4% had attempted suicide.

It also found that almost half of those with a 12-month history of suicidal ideation, suicide plan or suicide attempt did not report making any general medical or specialist mental health visits within the same 12-month period in which they were suicidal.

Reference: MA Oakley Browne, JE Wells, KM Scott (eds). 2006. Te Rau Hinengaro: The New Zealand Mental Health Survey. Wellington: Ministry of Health. [http://www.moh.govt.nz/moh.nsf/pagesmh/5223/\\$File/mental-health-survey.pdf](http://www.moh.govt.nz/moh.nsf/pagesmh/5223/$File/mental-health-survey.pdf)

Data on completed suicide released by the Ministry of Health shows 74% of all suicide victims are male and that males die by suicide at three times the rate of females.

Reference: Suicide Facts 2008, Ministry of Health
<http://www.moh.govt.nz/moh.nsf/indexmh/suicide-facts-deaths-2007-dec09>

In explaining the higher rates of suicidal ideation, planning and attempts in females and completed suicide in males, research suggests that men may experience suicidal thoughts far more frequently than researchers observe but fail to disclose those thoughts as a result of fear of social disapproval.

They suggest that womens' fear of death protects them from suicide while men's higher levels of anger and impulsivity and lower levels of help seeking behaviour put them more at risk.

While female rates of suicidal thinking were higher than male rates, females have a greater fear of death and injury whereas males have a greater fear of social disapproval over having suicidal thoughts. This may account for the greater rate of suicide completing among males.

Fear of social disapproval, more anger and impulsivity, and less help-seeking behaviour among males are offered as potential variables to explain the observed gender differences.

Reference: Alexander R. Rich PhD, Joyce Kirkpatrick-Smith, Ronald L. Bonner, Frank Jans 1992 Gender Differences in the Psychosocial Correlates of Suicidal Ideation Among Adolescents Journal of Suicide and Life-Threatening Behaviour Volume 22, Issue 3, pages 364-373, Fall 1992 <http://onlineibrary.wiley.com/doi/10.1111/j.1943-278X.1992.tb00741.x/abstract>

What is the MATES Men's Network?

MATES are dedicated in reaching out to and supporting men. To help all men find direction and purpose in their lives and through the creation of male role-models empowering their communities.

To develop the MATES Network providing personal development & training programs, corporate authenticity programs as well as community support networks for men.

The MATES programs have presently been funded through:

- Community Organisation Grants Scheme
- Membership and personal contributions
- Contributions from Fundraising
- Sponsorship from local businesses

Benefits to the Community:

The direct benefits MATES offer the community are quite astounding, as instead of tackling the symptoms of dysfunctional behaviour of Men, Mates deal with the cause head on (i.e. a feeling of being trapped and a lack of real direction.)

The Participants of the MATES program are challenged towards realizing their potential, encouraged through support and networking to empower other men in their individual communities.

MATES and the MATES Programs are helping to address many issues costing our communities dearly. Not just in economic cost but also the enormous social impact, through a strength based initiative.

By empowering Men, MATES will help to lower the rising rates of:

- Male Suicide
- Family Violence
- Depression
- Relationship Breakdowns
- Health Challenges
- Criminal Activity
- Addictive / Dysfunctional Behaviour
- Stress
- Violence
- Low Self-Esteem
- Lack of Direction and Focus

Empowering Community

Key Services and Products MATES offer:

1. Facilitation of Men's Programs and Workshops:

- Incorporating the delivery of focused life education programs (utilising community links) e.g. self-esteem, motivation, anger resolution, divorce, employment, addictions, relationships, parenting, budgeting and life skills;
- Provision of volunteer personal mentors, on call for assisting with crisis situations;
- Facilitating men to work through major life changes via personal empowerment, learning and open communication.

2. Increased Access to Support for Men in Crisis

It is anticipated that with further promotion and the addition of an online forum, at least 100 local men will access and utilise the service each week, including many who are currently geographically and/or emotionally isolated.

Men affected by family breakdown, loss of access to children and other severe personal events, will be taught the skills to successfully navigate their way through future life challenges via support, strength-based training and education, empowerment and the provision of role models/mentors.

The outcome of increased access to new support structures and services will benefit not only the individual, but also the community as a whole via reduced incidence of:-

- Suicidal behaviours, gestures or threats
- Self-mutilation
- Substance abuse (alcohol, street drugs, prescription medications)
- Unstable or repeatedly destructive relationships (along with relationship violence)
- Impulsive behaviours (gambling, sex, reckless driving, binge eating)
- Chronic feelings of emptiness
- Severely reactive moods
- Fear of establishing relationships
- Avoidance of normal human occupations.

Empowering Community

Key Services and Products MATES offer (cont.):

3. Complementing and adding to existing Community Infrastructure

The creation of the New Zealand's first men's support services/resource directory will allow for a more coordinated information & advocacy service within Local Areas.

The provision of the additional online forum and the up to date community resources folder (containing fact sheets and service provider information) can be utilised by other services that may be supporting local men.

Through increased local exposure, new service and business partnerships will develop, creating expanded opportunities for community education forums and information sessions relating to:-

- Men's issues, and their inherent impact on children, families and the larger community;
- Suicide awareness and prevention;
- How to make a difference, and learn ways in which to offer support whether they are a fellow community member, family member, partner, friend, service provider, potential volunteer/role model or local business.
- Motivation, Life direction, Education, Awareness and Life skills etc.

The establishment of an interactive website, inclusive of a community resources directory specific to support services available to men

It is acknowledged that the Internet reduces the level of isolation prevalent among men with limited geographical access and/or communication difficulties. For the community to capitalise and support this method of communication MATES proposes to develop a website specifically for this service, thereby increasing access to information and assistance. The website will contain:

- An online directory of services for men
- Information on relevant issues
- Meetings and events calendar
- Newsletter
- Referral form with ability to complete and submit the form online
- Gallery - for stories, contributions etc.
- Hotlinks to other related sites
- Email facilities
- Interactive online forum

Empowering Community

Key Services and Products MATES offer (cont.):

4. Enhancing community awareness

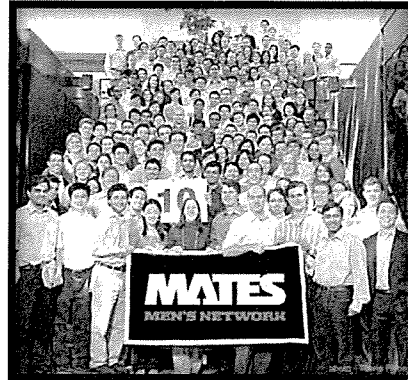
The service philosophy of MATES engenders effective integration with local community agency networks providing support for and utilisation of other local community service providers achieved through:

- Continued networking with relevant community organisations within Local Areas & New Zealand;
- Attending forums and initiatives to raise awareness e.g. National Men and Family Relationships Forum, Children's Events and Family Violence Forums;
- Utilising community partners and speaking within meetings e.g. Lions Club, Rotary, Local and District Courts, Lifeline, Mensline, District Area Health, Police & Family Violence Unit, motivational speakers and psychologists;
- Preparing and disseminating up to date community presentations, seminars and publications relating to current men's issues and associated statistics.

5. MATES Community Empowerment Programs

- **Outreach Program**
A confidential forum for men providing the opportunity to talk and be listened to about any subject, feeling or experience that they are having in their lives.
- **Development Program**
Utilizing the MATES Authenticity Framework for any Man who is willing to move or is being forced out of complacency.
- **Training Program**
Facilitator / Leader experiential training for men to assist in running meetings, programs and seminars.
- **Community Empowerment Program**
Working together to empower men, women and children through communication, education and contribution to recreate the environment and community we live in.
- **Corporate Program**
Develop confidence, self-esteem, integrity in your employees to empower your organization from within.
- **Workshops, Outings and Events**
To know himself, a man needs to experience his own masculine essence through the mirroring he sees in other Men around him.

MATES Strategy



MATES Mission Statement:

MATES are dedicated to empower community, through reaching out to, supporting, and encouraging all men to find direction and purpose in their lives, preventing male suicide and creating positive male role models for our community.

MATES Vision:

- MATES are a fully functioning community service, integrating with other professional healthcare providers within all region and communities throughout New Zealand.
- MATES provide a vital role in local community development by connecting, embracing and inspiring our men, women, families and whanau to empower community through the creation of role-models.
- Centres are established throughout each region providing personal development, training programs, corporate authenticity programs as well as community support networks.
- MATES will be actively supported by businesses, corporations and organisations throughout the Taranaki region and nationally.

MATES Strategy

MATES Aims:

- Imparting strength, confidence and unconditional positive regard for all through support, respect, and mate-ship.
- Helping all men move triumphantly through major life change utilising its lessons to enhance their lives for themselves, their families, friends & their community.
- Providing a confidential forum for men, giving them the opportunity to talk & be listened to about any subject, feeling or experience that they are having in their lives.
- Creating opportunities for growth through learning, communication, life-skills & experience.
- Empowering men towards the realisation of their full potential, strengths & function in their community.

MATES Objectives:

MATES Trust NZ is a NZ Incorporated Legal Entity and Registered Charity establishing programs to uplift, inspire and empower Community.

" Empowering Community – Saving Lives "

The 3 Primary objectives are:

1. **Empowering Community:** Provision of services under the MATES Outreach Program, Community Empowerment Program, Seminars, Talks, Outings and Events.
2. **Empowering Men:** Provision of services under the MATES Development Program, Training Programs and Workshops.
3. **Empowering Businesses / Corporations:** Provision of Education and Training under the Corporate Authenticity Program, Marketing and Promotion.

MATES Strategy

MATES Key Goals:

The key goals to address the challenges we face, honour our mission and our values, and contribute towards our vision. These goals provide the structure for our yearly work action planning.

- **Goal 1:** Establishing 50 centres in every region across New Zealand including New Plymouth, Stratford, Hawera, Okato.
- **Goal 2:** Establishing teambuilding workshops, development and training programs, in each centre through online training and weekend workshops, seminars and national group facilitator training.
- **Goal 3:** MATES will be actively supported by businesses, corporations and organisations throughout the Taranaki region and nationally.
- **Goal 4:** The implementation of the MATES community empowerment program regionally connecting and embracing community.
- **Goal 5:** Completion of regional business strategy duplicable in other areas.
- **Goal 6:** Development and implementation of a professional promotion and marketing campaign New Zealand wide incorporating all forms of media.
- **Goal 7:** National Launch of MATES Men's Network in New Plymouth involving National, Regional and Local Government and Corporate and Private Business representation.

Key Challenges for MATES

FUNDING:

MATES are currently reliant on member contributions, donations, private funding and community funding. This has been the case now for over 3 years as we set up the strategies time and again, to what is today the culmination of 12 years of work and experience in running programs for Men.

As we now move into 2012 our aim is to develop our program across New Zealand to 50 Centres, bringing about new challenges. With over 100 facilitators to be trained with a membership fee of \$5.00 per week which includes access to online development, it is estimated that will equate to \$26,000. Not to mention time the incredible amount of time donated through volunteering and assistance at no charge (being over \$50,000 per annum for volunteer staff - facilitation, counselling, management, administration and promotions)

Between July 2007 and June 2011 1,619 Men completed Suicide in New Zealand - such an incredible waste of life creating so much emotional turmoil and costing the community dearly. We aim to ask each regional council the sum of \$10,000 to run a MATES Program in their region, which is well and truly covered by saving one life. MATES have and are receiving many testimonials of how it has saved a man's life not only literally but by empowering them through direction and encouragement.

Our professional marketing and promotional campaign is about to gain much support for our program from New Zealand's community as it has in Taranaki, and soon we will be asking for small donations to assist. This arm of our promotional strategy will be to partner with an ethical and respected corporate identity.

Promotion of the MATES brand has been shown to be well received by government and non-government entities alike, and with our new professional graphic designer now on board, together with professional advice and guidance from marketing specialists, many organisations will be asked to work alongside MATES as partners.

Funding requirements will continue to rise to complete the required high standard of service MATES offer to each region's community, and to purchase / lease vehicles to service each region, to have sufficient staff on adequate wages to service such a much needed and much wanted service to community.

Success depends on keeping quality skilled staff and facilitators, and having a strong succession plan. Attracting volunteers to supplement staff is seen as a core means of ensuring a broad range of successors, but volunteers still cost money.

With the support, and welcome we have received from the Taranaki pilot program over the last 3 years, it is only a matter of time before necessary financial assistance enables us to fulfil our objectives to the community. Partnerships, promotions, membership and donations, government and private funding and huge savings from volunteers will all assist the development of a community service New Zealand will be proud of and the World will be curious.

Key Challenges for MATES

SUSTAINABILITY:

From its inception many years ago MATES has reached and surpassed our expectations in what can be achieved. The community embraced the concept with open arms, with great response from our networking and promotions. MATES has opened 3 centres in the Taranaki region helping and assisting many to start new lives, and MATES aims to continue to grow these district centres in 2012.

Whilst being a powerful indicator of the need for MATES in our region and around New Zealand, this level of growth has placed pressure on resources, staffing and space requirements. Funding for appropriate wages and reimbursements of time and contributions in expertise, transport, professional services, meeting rooms and office space is essential.

Utilising volunteers is an intrinsic part of any community organisation. This provides opportunities to the volunteers and to the host organisation. Managing volunteers does consume staff resources however it also provides an opportunity to have well trained personnel on hand when additional staffing is required and funded.

Training facilitators and other key positions takes time and resources, and usually the main component of losing these valuable people is through life pulling them away due to financial commitments. As MATES continues to grow and expand throughout New Zealand many challenges will arise regarding sustainability.

MATES aims to constantly deal with this issue through constantly up-skilling facilitators and members with creative and challenging programs, and focus working closely as a team to give back to the community. Self-sufficiency will come through sales in products, brand exposure and promotions, and training and partnerships.

It has been shown that many men come through MATES and leave, with many more not actually making that first step. Through creativity and professional programs we envisage overcoming these barriers in allowing us to accomplish our main objective of saving lives. We need to be able to reach out to those men in isolation, to communicate to those men in need and educate our community on the importance of working as a true community, creating role-models for our children and working together.

Hence our key sustainability concerns lie with doing our job well and making a difference, our philosophy is quite simple being to support, encourage and inspire men to be the best they can be and to illustrate practically to them and the community the tremendous possibilities that may be achieved by those men working together... a win-win for all concerned.

MATES Strategy

Goal 1: Establishing 50 centres in every region across New Zealand including New Plymouth, Stratford, Hawera, Waitara, Okato.

- **KPI (Key Performance Indicators)**

- 50 fully functioning Centres across new Zealand each with a minimum of 2 trained Facilitators. A fully functioning Centre indicating:
 - Participant / Member increase
 - Community liaison / networking progressing
 - Regular attendance at Community Organisation / NGO meetings
 - Participant / Member / Contact database increasing
 - Referral information and delivery increasing
 - Regular website information / progress updates
 - Evaluation and testimonials progressing
- Training and support online, workshops and face to face
- Online training indicates keen interest and participation
- Feedback and Surveys indicate:
 - 100% satisfaction with support offered by MATES
 - A growing sense of empowerment through opportunities provided
 - Heart-felt commitment in MATES Program

- **STRATEGIC INITIATIVES**

- Promotion for Facilitators utilising services such as Lifeline, NGOs, and other Networking agencies and organisations
- Request financial support from each district council's community funding
- Long Term leasing / acquisition of MATES Head Office Centre
- MATES Program continuously updated and enhanced
- Facilitators attend minimum of one Initial training workshop in Taranaki and complete online training course.
- 3 monthly satisfaction survey completed online by each Facilitator
- Purchase or lease of a MATES Centre Vehicle
- Increased Community liaison and Community support activities
- Marketing and Promotions program initiated and well-funded
- Constant supervision and online support for facilitators
- Wages and expenses funded for key personnel and facilitators
- Funding initiatives progressing in each region Private and Government
- Online sales of products and services nationally

MATES Strategy

Goal 2: Establishing teambuilding workshops, development and training programs, in each centre through online training and weekend workshops, seminars and national group facilitator training.

- **KPI (Key Performance Indicators)**

- Initial national facilitator group training workshop held in Taranaki
- Training Program updated and enhanced for professional presentation and delivery
- Train the Trainers weekend workshop delivered
- Radio Program completed and uploaded online
- Training Programs uploaded online accessible to members through stage by stage progression moderated by head Facilitators
- Marketing and Promotion implemented for online training and up skilling
- Weekend Workshops run in conjunction with online course
- Community Seminars and talks held to liaise with community
- Each Centre having their own page for updates and news on website
- Online communication through blogs, forums and Skype conference calls

- **STRATEGIC INITIATIVES**

- Funding by local government community and private sector funding for travelling to training programs and training costs
- Corporate and Business partnerships established in each region
- Uploading and Organising Online Programs
- Support, networking and communication processes implemented for Trainees, Facilitators and members
- Local and regional strategies implemented to encourage and support training
- Each Centre having member in charge of organising training programs and encouraging contact and support.
- Develop a committee to assist with arranging workshops, seminars and speaking engagements.

MATES Strategy

Goal 3: MATES will be actively supported by businesses, corporations and organisations both private and government throughout the Taranaki region and nationally.

- **KPI (Key Performance Indicators)**

- Funding for program costs delivered through partnership in preference of sponsorship
- Lease signed or Acquisition of premises for MATES Main Centre
- Fulfil objectives of Promotion and Advertising Strategy
- Applications submitted to community funding, government funding opportunities, TSB Trust and Lotteries Community
- Partnership and Advertising policy developed
- Regular communication with corporate and businesses locally and nationally providing training, networking, promotion and partnership.
- Local and National Businesses, Trusts and or Councils provide necessary financial support to assist MATES in empowering community.

- **STRATEGIC INITIATIVES**

- Promotion of MATES Brand offering opportunities to utilise and increase client base through support network
- Partnership and Advertising policy developed
- Relationship with local Chamber of Commerce, community development staff and district councils
- Progress reports and Newsletters regularly sent out to inform Partners
- Implement strategies to obtain financial support for lease signed or acquisition of premises for MATES Main Centre
- Develop and initiate Promotion and Advertising Strategy
- Broaden funding base via relationships with, and applications to local and national councils, funding bodies, corporations and businesses.
- Develop a business database for local, regional and national businesses
- Develop a funding committee to oversee applications
- Develop an on-going list of areas and programs where financial assistance is required.

MATES Strategy

Goal 4: The implementation of the MATES community empowerment program regionally connecting and embracing community.

- **KPI (Key Performance Indicators)**

- 100% of community groups report awareness of MATES and its services
- MATES continually maintains services and fortnightly meetings in each centre
- MATES reaches out into the community providing help, assistance and goodwill to those in need
- Strategies and processes implemented to maintain high professional and ethical standard in community
- MATES brand is trusted and held in high regard and respect by community – participants looked up to and seen as role-models.
- Community functions, seminars and workshops held to inform and educate community
- Fun and creative outings and events held regularly for families and community.

- **STRATEGIC INITIATIVES**

- Regularly communicating with community organisations, councils, businesses using a variety of communications and media, including articles in regional papers, newsletters, radio, television and email.
- Establish and maintain relationships with community development staff of relevant councils
- Create and maintain process for working with and assisting community groups
- Develop program for members to be enabled to help those in need of services at little or no charge
- Provide a data base and develop policy to promote trades and professional services backed by MATES as trusted and of integrity.
- Establish committee to arrange and promote family fun days and outings and talks to schools and other community organisations.
- Work closely and create and maintain relationships with community centre workers to be able to educate and refer participants of available services.
- Continue developing strategies and creative ways of promoting the MATES Brand in the community

MATES Strategy

Goal 5: Completion of regional business strategy duplicable in other areas.

- **KPI (Key Performance Indicators)**

- Completion of a documented process explaining strategic planning and implementation of centres including marketing and advertising, team building, dealing with challenges, evaluation, facilitation, referrals, networking, community liaison, emergency strategies and supervision.
- Process developed to assist with working with centres from a regional and national level
- Strategies developed to work in partnership with businesses, corporations and regional and national government organisations
- Utilising and sharing all wisdom gained from experience and processes implemented to streamline and develop efficiency in all area of the organisation
- Constant review and development of processes to create new programs, training opportunities from both within and external to MATES and keeping management and operation simplistic, transparent yet potent.

- **STRATEGIC INITIATIVES**

- All internal processes documented
- Develop plan in training staff and volunteers in essentials of centre management and arrange individual training schedules for those involved in core areas.
- Development of process to submit funding applications to a broad range of bodies to enable seamless operation of programs.
- Processes for regular celebrations for members, volunteers, staff and participants to reward efforts and encourage communication.
- Evaluation processes implemented to show real measured outcomes and financial and emotional cost savings to the community
- Working closely with accountancy firm to follow budgets, maintain financial responsibility and business development training.
- Process to understand strengths / weakness of participants in all areas of MATES to enable them to excel in areas of their own expertise.
- Covering all costs and reimbursements associated with implementing the services and programs of MATES to the community and within the organisation.
- 3 monthly reviews and surveys to ascertain best practices and operation processes and programs.

MATES Strategy

Goal 6: Development and implementation of a professional promotion and marketing campaign New Zealand wide, incorporating all forms of media.

- **KPI (Key Performance Indicators)**
 - Completion of 3 Posters and 1 3-fold MATES Brochure
 - Strategy for TV Commercial and Radio Advertisement
 - Data Bases created for all utilises and promoters of service
 - Marketing Team fully functioning with Professional Mentoring
 - Website fully functioning including automated email, marketing program
 - Full utilisation of social and online networking
 - Financial assistance through partnerships and brand promotions

- **STRATEGIC INITIATIVES**
 - Continued working with Graphic designer for posters, brochures and booklets as well as utilising marketing / branding expertise
 - Find enthusiastic and talented producer for media campaign
 - Financial assistance for automated online networking program
 - Online marketing of merchandise and affiliate marketing
 - Team to work on Database development
 - Itemised priorities list for website and online promotion
 - Member in charge of social and online networking
 - Corporate and Businesses approached for promotion marketing and financial assistance
 - Promotion of Corporate Training Program and initiatives
 - Approach Marketing and Branding experts for mentoring and assistance
 - National marketing strategy for opening new centres across New Zealand
 - Secure National Corporate partnership
 - Specific marketing campaign aimed at general public to support MATES

MATES Strategy

Goal 7: National Launch of MATES Men's Network in New Plymouth involving National, Regional and Local Government and Corporate and Private Business representation.

- **KPI (Key Performance Indicators)**
 - 100 facilitators nationally promoting launch
 - List created of attendees government, business sector, celebrity
 - Media advertising and marketing strategy with key people indicated
 - Financial assistance from partnerships with businesses and government
 - Networking and Promotion Team created
 - Support from local charities and clubs for the day
 - Management Team developed for day including on-day assistance and volunteers

- **STRATEGIC INITIATIVES**
 - Advertise for Centre Leaders nationally using networking such as Lifeline
 - Create teams needed to run Networking, Promotion and Management
 - Look for financial assistance, support and volunteers
 - Talk with Graphic Designer and Marketing experts about process
 - Itinerary for day including speakers, representatives and entertainment
 - Specific Advertising and online marketing created
 - Contact all local charities and clubs for support
 - Itemised list of all equipment necessary for day
 - Regular meetings with Management and other teams - strategic plan drawn up and executed

About MATES

KEYS TO SUCCESS:

1. *Cultivate and develop the MATES Brand.*

- Develop and further Professionalise MATES Brochures, Literature and Advertising Material.
- Strategic promotion of MATES including talks, seminars, workshops and community awareness campaigns.

2. *Refine and further Develop MATES Program and Evaluation Process.*

- Refine roles and duties of management, staff and facilitators.
- Set up 5 venues in each area for Programs to expand services, client base and facilitator training.

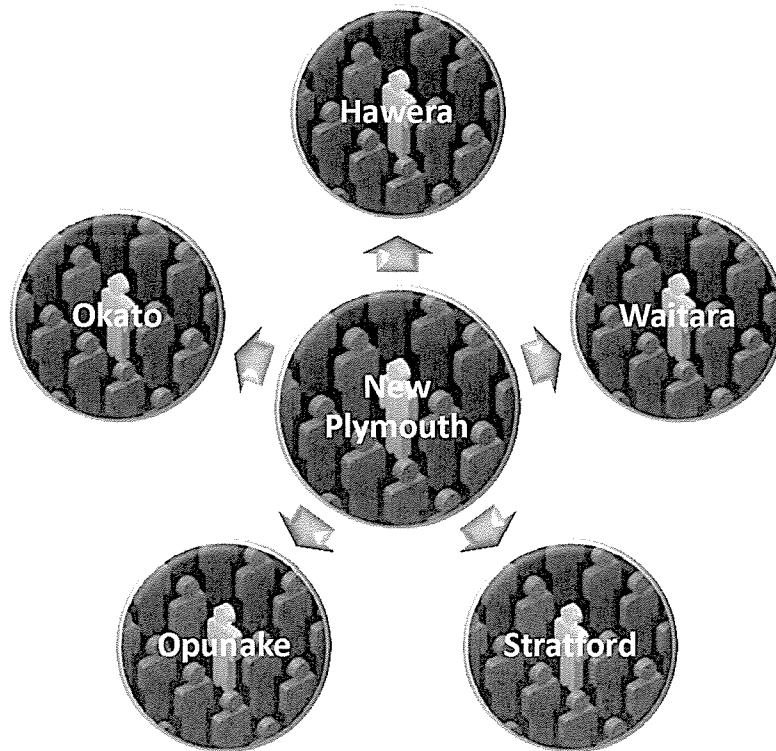
3. *Expand the donor/ corporate partner base and corporate contributions that add the financial resources of The MATES Programs.*

- Acquire additional equipment to support future growth and offer greater flexibility, leading to expanded services offered by MATES.
- Provide salaries for management and staff.
- Acquire venue, offices and rooms as a Headquarters for MATES enabling clients, the general public and businesses easier access to MATES Services.



“To know himself, a Man needs to experience his own Masculine essence through the reflection or mirroring he sees in other men around him.”

MATES Centres



We envisage a total of 6 Centres throughout Taranaki to assimilate our services across the region. This will be made up of Main Centre or Central Hub with five Satellite Centres

Centre Locations:

Main Centre: Purchase or Lease of Building containing Meeting Room, Offices, Consultation Room and appropriate amenities.

Including: Computers / Technology, Furniture, Branding / Signage

Staff: National Coordinator, Regional, Coordinator, Secretary

Regional Centres: Lease of Building containing Meeting Room, Offices, Consultation Room and appropriate amenities.

Including: Computers / Technology, Furniture, Branding / Signage

Staff: Regional, Coordinator, Secretary

Satellite Centres: Hire of meeting room with appropriate amenities

Including: Computers / Technology, Furniture, Branding / Signage

Staff: Facilitators, Co-facilitators and volunteers

Operational Costing's

Regional Centre Costing's	
Item	Cost
Lease Building	\$16,000
Office Furniture	\$3,350
Building Signage / Branding	\$2,600
Travelling / Reimbursements	\$5,020
Catering / Supplies	\$1,490
Computers / Technology	\$6,400
Advertising / Marketing	\$6,500
Meeting Costs	
• Facilitator Costs	\$6,500
• Catering	\$1,040
• Stationary / resources	\$1,300
Development	\$6,500
Stationary / Administrative costs	\$2,300
Staff Salaries	\$110, 000
Total	\$169,000
Cost per Centre = \$169,000 / Annum	

Satellite Main Centre Costing's	
Item	Cost
Lease Building	\$4,800
Advertising / Marketing	\$6,500
Meeting Costs	
• Facilitator Costs	\$6,500
• Catering	\$1,040
• Stationary / resources	\$1,300
Development	\$6,500
Total	\$26,640
Cost per Centre = \$26,640 / Annum	
Cost for 5 Centres = \$133,200 / Annum	

Total Cost for Regional Area - 6 Centres = \$302,200 / Annum

Operational Costing's

Main Centre Costing's – National Headquarters New Plymouth	
Item	Cost
Purchase Building	\$460,000
Lease Building	\$22,000
Office Furniture	\$11,350
Travelling / Reimbursements	\$5,020
Building Signage / Branding	\$5,600
Travelling / Reimbursements	\$35,000
Catering / Supplies	\$1,490
Professional Fees	\$42,000
Marketing	\$90,000
Computers / Technology	\$16,400
Advertising / Marketing	\$6,500
Meeting Costs	
• Facilitator Costs	\$6,500
• Catering	\$1,040
• Stationary / resources	\$1,300
Development	\$6,500
Stationary / Administrative costs	\$7,300
Staff Salaries	\$250,000
Total	\$508,000
Note: \$508,000 - \$169,000 (Regional Centre Cost)	
Cost per Centre = \$339,000 / Annum	

Corporate Partnership Program

This Program is to explain the advantages of forming a partnership with the MATES Men's Network for the Corporate, Business and Government Sectors of our community.

Measuring return (on investment, on objectives, etc.).

Better audience research.

MATES will provide robust data on attendees, from specific information on who they are and what they do to purchasing habits to awareness of/response to sponsorship.

Documentation of benefits delivered.

MATES will also have the Documentation of benefits bundled together with a full accounting of deliverables in a comprehensive post-sponsorship fulfillment report.

Such reports will be brimming with detail, specifically documenting and illustrating all benefits received, as well as the audience who was exposed to the sponsorship. The information will be put in context of what was promised, how it compares to previous years (when applicable) and how it compares to other partners (without jeopardizing confidential information).

Visual evidence through photos and video, samples of collateral and promotional material, media affidavits documenting ad placements, ratings, etc. should all be part and parcel of these reports.

Added value.

In *measuring* return, MATES will strive to do a better job delivering value for the money the sponsor is paying.

In addition to more and better benefits, sponsors are looking for ways to help offset fees, alternative deal structures such as pay-for-performance agreements, turnkey activation platforms and overall flexibility from their property partners.

Sponsorship vs. Media

Over the years, as sponsorship has grown in popularity and became more expensive, sponsors have examined various ways to quantify the value of their investment. One of the first techniques offered involved tracking televised logo time. One person viewing a logo at one time is an impression. One hundred thousand people viewing the logo over a period of time would provide one hundred thousand impressions. The impressions would be ascribed an equivalent media value and often compared to paid up advertising. Hence, a \$300,000 sponsorship investment may have an equivalent media value of \$1.2 million, this being the basis for deciding the sponsorships return on investment.

Not surprisingly, many marketing professionals have questioned the value of tracking logo displays as the primary means of evaluating a sponsorship. Although flashing a company's logo during an event might be cheaper than running advertising during the event, the two are not interchangeable in terms of communication effectiveness.

Corporate Partnership Program

Emotional Brand Association

Sponsorship is the most emotional of all communication mediums, no other medium can compare against the strength of emotional attachment that consumers have with the events and properties they so dearly love. It would seem that to simply rely on an equivalent media value for evaluating sponsorship, completely misses the uniqueness of this relationship.

Measuring the value of sponsorship's return on investment is certainly achievable. As with other communication tools sponsorship should be evaluated against clearly defined objectives that can be agreed prior to the commencement of the program.

It is against these objectives that the success or failure of a sponsorship program should be decided. Obviously, they need to be set in such a way that performance can be fairly measured. These objectives are invariably given as the principal rationale for the sponsorship of any event whether it be for sports, broadcast, community, cause, arts, business to business or entertainment. The underlying goal is for organisations to obtain a tangible return through the link that is established between the sponsorship property and the company or brand.

The marketing objectives of commercial sponsorship are often based on the properties' ability to build brand loyalty, awareness and to change/reinforce brand imagery. After all, sponsorship is about changing consumer perceptions and behaviour.

When it comes to using sales as the main means of evaluating sponsorship, this is less frequently used. Primarily, it is very difficult to isolate sponsorship's role in the overall marketing mix from the effects of price, competitor activities and so on. This is not to say that sales should not be used as an objective for the sponsorship program, after all, not many Marketing Directors would be able to convince a Board of Directors or CEO of the merits of sponsorship, if this was not the case. It is better to look at increased sales as an objective alongside other more tangible measures such as sponsorship awareness, brand imagery, customer loyalty and purchase disposition.

Consumer research offers one of the best means of measuring perceptions and behaviour in the sponsorship arena. Typically, with the right research methodology we can use sponsorship specific measures such as Sponsor Recall, Passion, and Gratitude to measure against key brand metrics. These metrics generally include brand image, loyalty and purchase intention for example. Such surveys will often pick-up strong indications on how the sponsorship is paying off. It is also common to track sponsorship over a period of time, as this medium is more of a longer-term investment, compared to more traditional media such as advertising.

Besides marketing objectives, other sponsorship objectives may involve:

- building corporate image
- hospitality
- motivation of internal staff

These also can be measured, as long as we agree that we are measuring attitudes and perceptions be they those of the general public, business partners or employees.

Corporate Partnership Program

"MATES where winning is a shared experience"

Marketing Directors, Sponsorship Managers and even CEOs are being challenged to justify their forays into event marketing. Whilst most might have clearly defined objectives, if they cannot be measured, how can they quantify the value of the sponsorship investment?

Many companies spend little or nothing on measuring the effectiveness of this important communication tool. This contrasts markedly with advertising where high levels of pre- and post- testing and evaluation are widespread. It would seem that measuring the contribution of sponsorship warrants more attention than it has previously received given its value to a corporation especially in these days of media fragmentation.

Considering sponsorship's prominent role in representing the core values of the brand or company, surely it is something that we should expect to measure its impact on:

- our consumers
- business partners
- employees
- the wider community

After all, sponsorship is not likely to continue to grow unless it can demonstrate its effectiveness and this means providing tangible measures of its return on investment.

MATES incorporate the ideal of how brand association into every aspect of your product or service builds emotion into your brand for your ideal customer leading them through a continuum:

1. Getting your ideal customer interested?
2. Getting your ideal customer to consider a purchase?
3. Continually reinforcing that their purchase decision was absolutely the right decision, the "winning" decision?
4. Creating a loyal customer in such that they want to continue to buy your product and / or are most receptive to cross selling and value add purchases?
5. Creating a brand that becomes part of your customer's life?
6. Getting your audience to be your cheerleader?

On the social web, where consumer emotions can turn on a dime, doesn't it make sense to start building loyalty in a truly emotional way?

Corporate Partnership Program

"Empowering Community – Saving Lives"



"A marketing mix that successfully plays the emotion card is the key to building brand loyalty."

Emotions in the Marketing Mix

A marketing mix that successfully plays the emotion card is the key to building brand loyalty. Marketers always seek a balance in the marketing mix that persuades the consumer to choose a particular product over others with the same, or greater, functional utility. Any good marketing mix uses a combination of value-oriented emotions and utility-oriented reasons to attract a consumer. But more often than not, catching a consumer's attention is not sufficient to make the sale or enhance brand equity.

The marketer cannot find a balanced marketing mix unless he or she can successfully identify and address the value concerns of the targeted consumer, which the consumer prizes more than products' basic functional utility. A superior marketing mix promises "satisfaction" to the consumer and suggests sentiments attached to ownership of the product that the consumer finds meaningful.

Emotions and Brand Loyalty

Loyalty is unquestioning trust. Any business transaction involves an element of trust, but that trust may be based on assurances implicit in the legal system and may have nothing to do with the consumer's trust in the marketer. For example, one may buy a product from a completely unknown company simply based on price and utility while placing his or her trust not in the producer but in the state system that governs consumer commodities.

Consumer loyalty to a brand or a supplier requires something more than trust, and emotional sentiment is the component that, when added to trust, builds brand loyalty. This is why every marketer wants the consumer to accept a brand as part of a valued way of life and tries to fix that emotional sentiment in the consumer's memory.

A strong positive feeling toward a brand marks the emotional component of brand loyalty. However, brand loyalty does not simply mean habitually buying the same brand, since not all habitual buys are based on trust and sentiment. Brand loyalty includes a component of emotional sentiment that turns the loyal consumer into a social brand ambassador who proactively enhances brand equity by generating word-of-mouth recommendations.

Corporate Partnership Program

Brand loyalty, once achieved, acts as an effective barrier against brand switching. Meaningful differences that build brand loyalty are not confined to the product itself; other promotional aspects of the marketing mix, like distribution and brand image, play a vital role in creating brand loyalty.

Reason and Emotion in the Purchase Decision

In the modern marketplace, it is common for the consumer to be boggled by the array of similar products with similar features. To arrive at the purchase decision, then, the consumer has to make trade-offs. He or she has to decide between competing features of products that may have the same functional value. For example, when buying a car, one might have to make trade-offs regarding price, comfort, size, appearance, etc.

However, reason alone is insufficient to determine trade-offs between alternatives, and behind the values that we seek to enhance or maintain are past emotional experiences that shape our concerns. So emotions become crucial in purchase decisions.

Reasoning can tell consumers about a product's features, alternatives, and functionality, but without the involvement of emotion, consumers are unable to assign values to those features or alternatives. If consumers fail to bolster reason with emotion and fail to assign values to available functional alternatives, they will be unable to make up their minds about which products to buy. Without emotion, consumers suffer from decision paralysis. When values attached to a product are unclear, indecision is the rule.

Successful marketing attaches the values and concerns of the target consumer to the product in a manner that helps the consumer identify the brand with himself or herself or with the values of his or her social circle.

“Reason compels the consumer to feel the need to buy a product; emotion determines which alternative is bought.”

Why do we buy some things and not others?

Ultimately, it's not about promoting brand awareness (a term which should be banned from all client briefs) but building the right types of associations. Moreover, while building powerful brand images is an art, science can help guide our way.

What We Remember and Why

Our brains don't work like a computer, with separate areas for memory and processing, but as a network of neurons. It is the linkages between neurons – synapses – that govern what we're able to think & do.

These pathways can be built either through repetition and long experience, emotional involvement, or an association with existing synapses. From a business standpoint, emotional associations are far more efficient than repetition (although, practically, you really need both).

Corporate Partnership Program

Emotions are like a little yellow highlighter in our brains that says, “Remember this – it’s important.”

“Choosing what we associate our brands with is one of the most important decisions we make.”

Archetypes

Some associations are ingrained in our genes and hardwired in our brains. For instance, evolutionary biologist E.O Wilson points out that we have an innate fear of things like snakes, rats and spiders. However, guns are knives, which are far more deadly; don’t provoke the same visceral reaction.

For a brand launch, or for a brand with low equity, an archetypal association is ideal because archetypes are primal and therefore carry little content. They can emotionally charge a brand, without running a serious risk of overshadowing it.

The drawback to archetypes is that they carry no content, so there’s a limit to how far they will take your brand. Richard Dawkins, who was influenced by Wilson, pointed out that our cultures produce their own units of emotional information. He called these memes.

Associating your brand with cultural content can be dangerous if you haven’t built up any brand equity. However, if your brand is somewhat established, it’s a great way to take it to the next level.

Winning Share of Synapse

Promoting awareness means nothing unless it takes into account where the brand sits in consumers’ minds. In essence, the strength of a brand is directly related to the synapses in consumer’s brains that are dedicated to it.

New brands don’t have any synapses built up and need to associate with basic needs and emotions. Well-known brands already have brain pathways dedicated to them and can strengthen those memories by referring to previous brand experiences. Most brands are somewhere in between and need to relate to cultural memes. Building new synapses, as well as strengthening ones that already exist, is what building a brand is all about.

Rational Purchase

In the end, a purchase decision is rational (at least for the one who’s paying).

However, we only take into account information that we are aware of and that’s where associations and synapses come in. They’re shortcuts that pull information into our working memory so that we can use it to make judgments. It is by building associations that we build a greater share of synapse and through reinforcement that we keep them top of mind.

“Rational acts depend on emotional memories”

Organisation Structure

Role of the Board

Provide oversight and governance of the MATES TRUST NZ and all its subsidiaries and activities.

This includes, but is not limited to, establishing the organisation visions and values, developing strategies and policies, ensuring legal and constitutional compliance, maintaining proper fiscal accountability, and promoting the purpose and intent of the MATES organisation.

Role of the Managing Director / CEO

Provide oversight to the daily activities of the MATES Organisation as required by the Board.

This included, but is not limited to:

- Monitoring and evaluating the quality of curriculum development
- Operationalising strategy goals and business policies
- Promoting MATES and acting as the public / media face of the organisation
- Reporting matters of significance to the Board.

Role of the Secretary / Treasurer

Provide administrative and financial support/management to the MATES TRUST NZ Board.

Duties include, but are not limited to, keeping records/minutes of board meetings and keeping detailed records of MATES Trust NZ cash flow and financial data/records.

Role of the Business Advisor

Provide high level strategic advice and recommendations for business and policy development.

Deliver free and frank advice to manage organisational risk, performance and accountability; and to mentor leadership roles for the benefit of the organisation.

Organisation Structure

Role of the Promotions Co-ordinator

Promote the purpose, values and programs offered by the MATES organisation to funders, agencies, other stakeholders and the wider community and work closely with Marketing Co-ordinator.

Role of the Marketing Co-ordinator

Formulate, plan and execute new marketing plans review for marketing activities; assess and evaluate results and feedback evaluation on the financial aspects of marketing and product development, including budget, expenditures, return on investment working closely with Promotions Co-coordinator.

Role of the Financial Advisor

Provide free and frank advice regarding the financial management of the MATES organisation to ensure all financial and legal compliance issues are dealt with appropriately.

Role of the Membership Co-ordinator

Provide data-base management of the MATES membership.

This includes, but is not limited to, ensuring membership donations and providing receipt where applicable, collecting and collating membership feedback data for evaluation by the Business Advisor, and supporting the Managing Director and the Operations Manager in responding to membership matters.

Role of the Operations Co-ordinator

Provide oversight and leadership in relation to the functional activities of the MATES organisation.

This includes, but is not limited to, ensuring the consistency in service delivery through the various MATES meeting programs; providing guidance, support and training to MATES facilitators; coordinating and chairing committee planning meetings pertaining to the operation aspects of the organisation.

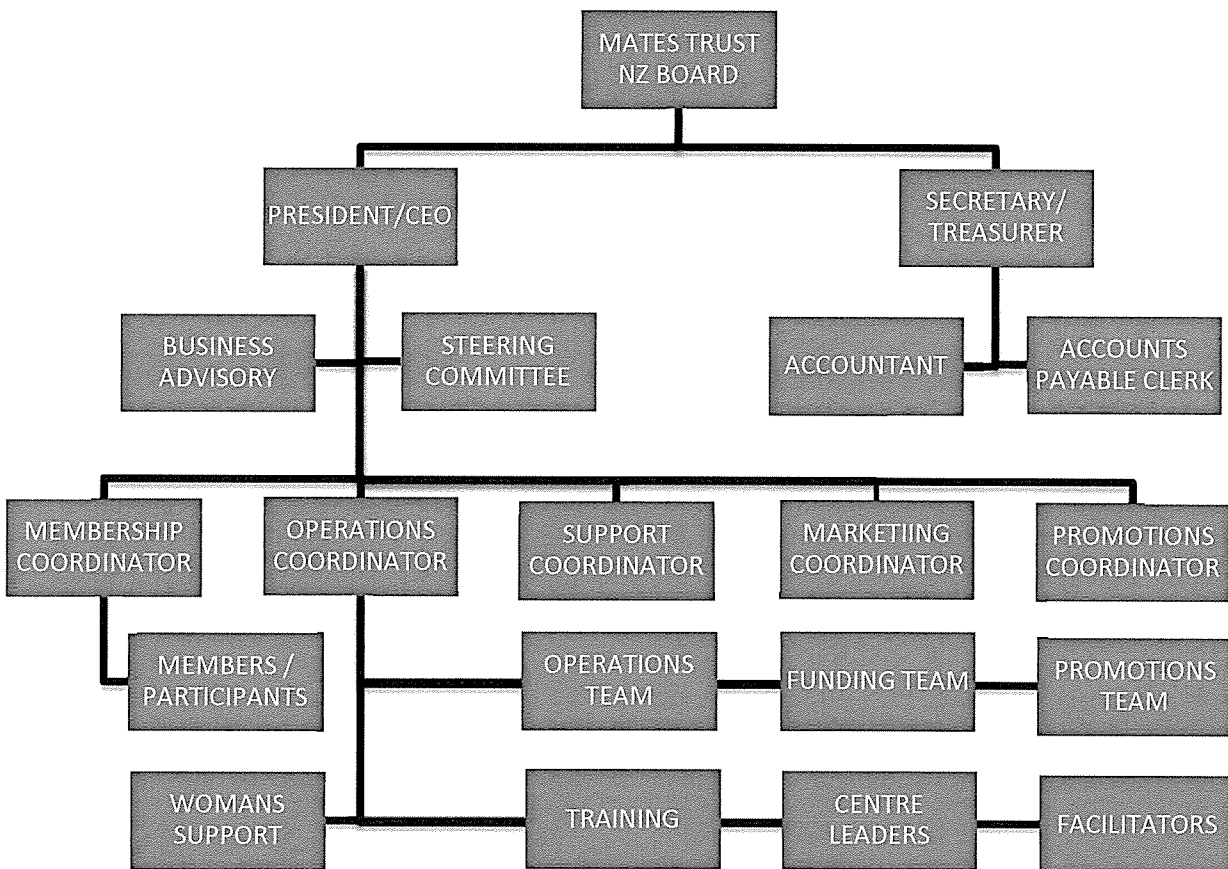
Role of the Support Co-ordinator

To provide on an as needs basis any support or project work to enhance the outcomes of any of the roles above.

MATES Organisational Structure



“Empowering Community – Saving Lives”



MISSION:

MATES are dedicated in reaching out to and supporting those Men in Need, to help all Men find Direction and Purpose in their Lives, to create Male Role-Models and Empower Community and to develop its Network providing Personal Development and Training Programs, Corporate Authenticity Programs and Community Support Networks for Men.

Board Role & Responsibilities

MANAGEMENT STRATEGY:

Management walks the talk. High standards in personal development are implemented by management. Constant review of the Primary Aim maintains passion which is passed on to employees in the enthusiastic implementation of methods and being.

<i>A list of the twelve key board roles and responsibilities:</i>	
1. Set and maintain vision, mission, values	7. Ensure compliance with the law
2. Develop strategy	8. Maintain proper fiscal (financial) oversight
3. Establish and monitor policies	9. Select and support the chief executive
4. Set up employment procedures	10. Respect the role of staff
5. Ensure compliance with governing document	11. Maintain effective board performance
6. Ensure accountability	12. Promote the organisation

The Chairman's Role:

The role of chairman of MATES Trust NZ is about protection and nurturing of the MATES group and structure creating opportunities to save lives and to make a difference in our communities. As an organisation we rely on individuals to step up actively taking on roles to enable achievement and development of goals; in doing so grow ourselves, grow the organisation and grow the community.

The opportunity for individuals within MATES is limited only by their willingness to get involved in creating their own futures by taking responsibility for individual actions, examining & working through individual weakness, developing strengths. MATES can only get stronger as we all step up as co-creators of our future. The chairman shares the responsibility of governing with the trust board members offering support to the CEO, committee & where necessary, creating & directing change to grow the MATES organisation. MATES provide us with a strong vehicle for growing strong communities - strong men building on core values working within a code.

The role of the board and chairman in the legal sense is set out in the MATES Trust NZ Trust Deed describing the structure of the MATES organisation. It explains how the board will make decisions in accordance with trust guidelines for the purpose of supporting the organisation to function in its fullest capacity whilst maintaining integrity and working within its said purpose. The board is responsible for the governance of MATES; the chairman by extension responsible for the organisation meeting compliance regulations as set out by the DIA and other regulatory groups as may from time to time oversee the actions and opportunities undertaken by MATES.

The chairman agrees to be a representative of the board and its members and perform the practical day to day duties as chairman including close communication with the CEO and committee, the sharing of ideas and goals, building and developing strategic plans, marketing & promotion, & empowering the CEO to continue refining the processes which we utilise in the creation of the MATES community. Working closely with the board, the committee & the CEO maintains strong bonds creating opportunities for growth on a personal & organisational level.

Some of the **MATES** Team



Blair Hodson: Centre Leader / Trust Chairman

I am a passionate father of 3 girls and proud grandfather exemplifying my belief in the importance of family and working together, and in total responsibility for one's life. I have a strong reputation for being a man of integrity, loyalty and compassion. I believe that MATES provides us with a strong vehicle for growing strong communities and developing strong men. My role as Trust Chairman is to work closely with the CEO & Board in meeting compliance regulations, encouraging, supporting, building & refining processes keeping communication at an optimum level creating success in all levels of MATES development. My communication abilities have been further developed by directing stage shows & through my work.



Aaron Tasker: Centre Leader / Trustee

I have a passion for Men's work, facilitating and supporting growth and change in myself and others. Being a conscious role model especially reflects in my life as a father in spending quality time with my son and hence immensely enjoy working with youth. After successfully working in the farming for 10 years I diversified my skills toward the outdoor education sector, working as an instructor, youth worker, tutor and facilitator within outdoor centers in New Zealand & Canada. My other passions in life are various traditions, particularly around nutrition, nature, naturopathy and using my skills as a craftsman using rawhide and buckskin. I enjoy being close to nature and all the richness and benefits provided, when we open ourselves to it.



Peter Puketapu: Centre Leader / Trustee

During the completion of my degree in Social Work with Massey University, I made the decision to put my efforts into the community most close to my heart, a decision I have never regretted. I have 4 children and 3 gorgeous grandchildren and follow the pioneering spirit of our forefathers / Tupuna to love our families with every breath, respect our women, honour them and treasure our children, for they are the ancestors / tupuna of tomorrow. I am a true believer in *Action breeds commitment*, 'if you say you're going to do it, then do it!' strive to be real.

E tu Tama Tane Kia kaha, kia maia kia manawanui



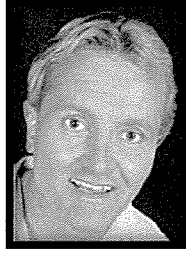
Sheralee Fauli: Secretary – Treasurer / Trustee

Giving to the people we associate with 'Our Community' I feel is so important for who we are and how we show up in this world. Working in the health industry as a nurse all my adult life and through personal experience and learning, I have expanded into the nutrition, health and wellness fields. Sharing my knowledge with others, enabling them to create their own best health and life, is a passion. I believe supporting, respecting and encouraging each other as male and female helps create an optimal environment to reach our true potential. Our body wants to thrive, our heart wants to give & receive, all nature supports us; we have everything we need within to 'Just do it!'



Peter Maessen: Trustee

I have taken on the role of leadership seriously in my life, either through my close relationship with my sons, my work as a builder or in inspiring others particularly in the MATES program. Success for me is to be the best man I can be and thinking outside the square, welcoming challenges and succeeding timelines through focus, organisation and passion for whatever it is I am creating. The fulfilling moments in my life are with family, church, personal fitness and achievement, music, business and travel. I am a craftsman in life and always finish well through honesty, loyalty, compassion and understanding which are some of the qualities I bring to MATES



Working Together

Kerry Babbage Founder / CEO MATES

I see my role as facilitating a unified collective of people toward a common objective of personal development and fulfillment. This role is crucial to the continued development of MATES, constantly developing new ways of optimizing, especially in terms of our programs, promotion and networking.

Working together with our Trust, Committee and other dedicated members has helped MATES develop new goals and levels of understanding to generate fresh and new ideas to further our works and links. The continued development and unfolding of MATES over the past decade through practical and inspirational processes has provided clarity to create a multilayered understanding, discovering how MATES works and benefits every individual, the organisation and the community at large.

More and more people are being open and supportive of MATES being part of the process of development of a community resource that has major implications for use both regionally, nationally and internationally. With the support and encouragement of those around us, utilising combined skills and wisdom as a team enables MATES to think more creatively, breaking down barriers and sharing our message with Our Community and the World of 'What can be accomplished when working together'

Kerry has studied and practiced many wisdom teachings of both Eastern and Western traditions for over 25 years, helping develop his understanding and aspiration toward the experience of purpose, sense of self & the interconnectedness of Life. The human psyche has also been an intrinsic part of Kerry's education, in that true growth & understanding is proportional to the development & use of our physical, emotional & mental faculties.

Over the last 12 years Kerry has worked extensively in counseling, running men's forums, workshops, seminars, public speaking engagements & teaching in Australia and New Zealand on many and varied topics relating to personal development. He has an innate ability to connect with people & communicate in a fun, yet potent way.

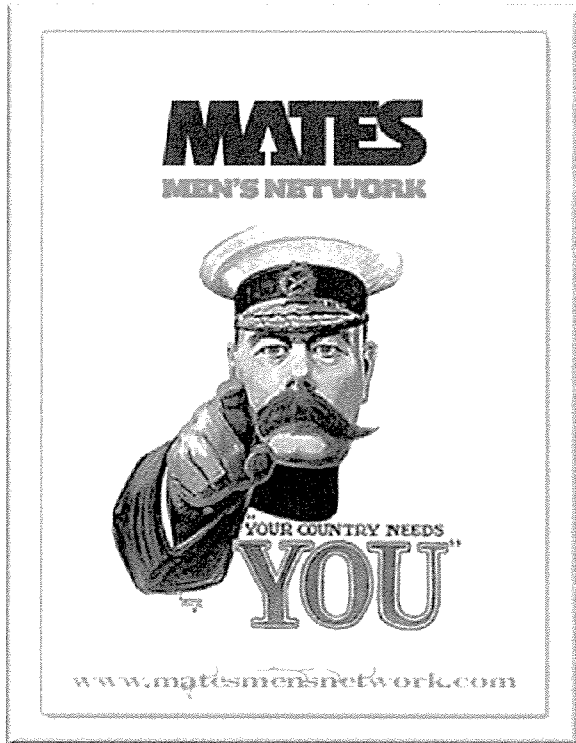
The MATES Men's Network was founded by Kerry in 2003 with its main objective – To create a conscious community through inspiring direction, clarity & understanding in all men through a group empowered process enabling them to realise their own individual life potential and therefore empower those around them.

In working closely with both men and women Kerry has, through his understanding of his experience and the experience of others realised the significance of relationship, not only with each other, but with life. MATES is constantly growing & transforming; offering practical truth through experiential techniques to transform our lives.

Kerry has realised his life's path to be that of teaching, and developing more efficient and powerful transformational tools and techniques. He has an extraordinary ability to connect to and define truth in a practical and readily absorbed way. His attitude towards life is that of an adventure in learning from its lessons, and most of all expressing his sense of self through creativity and innovation.

"In all life's teaching the most powerful is the sense of life's purpose, a sense of not only understanding what needs to be done, but the ever-increasing knowledge of one's unlimited potential to do it."

Looking for Good Men!



Help MATES Empower Your Community

Presently MATES Men's Network have established operational centres in New Zealand and are aiming at Fifty Centres Nationally by the end of 2012...

We are looking for Good Men who wish to become the best men they can be progressing through our Development / Training courses & give back to – Empower Community.

The Men we are looking for need to be open, honest and compassionate and are Leaders in the community that people respect and trust.

MATES enables you as a Centre Leader to facilitate Men from a place of weakness to a place of strength where they too may empower the people around them and the community.

MATES saves lives not only by helping men from complacency to empowerment but literally...

New Zealand as is the rest of the world are losing the opportunity to see great men share their gifts with us because in a time of crisis they take their own lives.

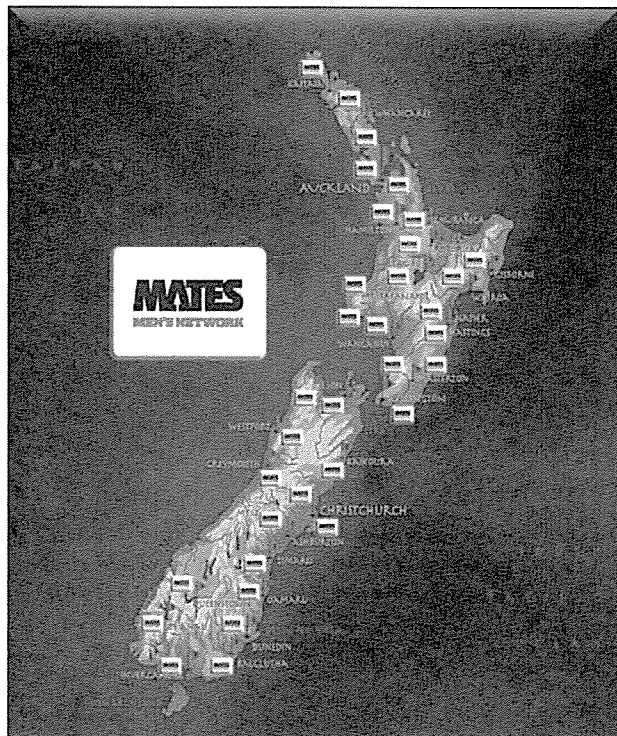
MATES will continue to be there for these men and as a Centre Leader you too will one day help to save a man's life...is there anything more worthwhile in Life?

JOIN US...this is the Adventure you have been dreaming of...

Join us in supporting others, empowering community, workshops, seminars get-togethers and outdoor adventures but most of all in Mateship.

Contact MATES:

Leadership@matesmensnetwork.com



69 Maida Vale Rd.,
Roseneath,
Wellington,
New Zealand.
(04) 976 5934
johnandjenni@clear.net.nz

07 May 2012

The Manager,
Long-term Plan,
Wellington City Council,
P O Box 2199,
Wellington.

Dear Manager,

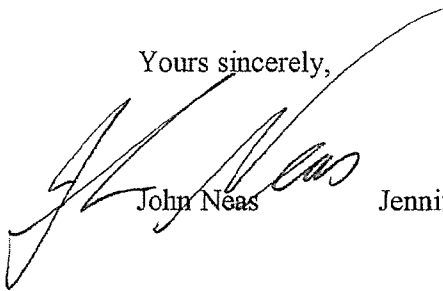
Proposed changes to Road Encroachment Fees

We were very concerned to learn that just because we happen to live in a rather modest house in Roseneath we will, if the Council's proposals are accepted, face an increase of \$18.03 per metre from \$11.97 to \$30.00 in the Encroachment Fee for our car pad. We currently pay \$395 a year (including GST). If the proposed changes are implemented, we will have to pay \$990 a year which would require us to find an additional \$595 each year. This is an increase of 150% which is huge. As we are both retired, this would be difficult for us. When one of us dies, the survivor's income will reduce significantly which would make it even more of a burden.

We note that the Council proposes to phase in this increase over several years. This does not make the proposal any more palatable to us, however.

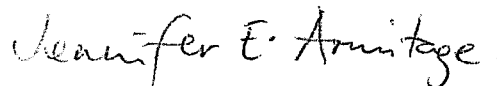
John would like to speak to this submission at the hearing.

Yours sincerely,



John Neas

Jennifer E. Armitage



Nicole Tydda

From: grant@pslfx.com
Sent: Thursday, 10 May 2012 2:34 p.m.
To: BUS: Long Term Plan
Subject: Draft Long Term Plan-20120510023417

First Name: Grant
Last Name: Stephen
Street Address: 12 Clifford Road
Suburb: Johnsonville
City: Wellington 6037
Phone: 021 722 016
Email: grant@pslfx.com

I would like to make an oral submission: Yes

I am making this submission: organisation

Organisation Name: North Wellington Association Football Club Inc.

Type of organisation: Community

Other details: Football Club

Make Wellington a place where talent wants to live: Neutral

Make the city more resilient to natural disasters: Agree

A well-managed city: Strongly Agree

Bid to host 2015 FIFA under 20s World Championship: Leave in plan (high)

Host The Hobbit world premiere: Leave in plan (low)

Provide a temporary venue for the Town Hall: Leave in plan (low)

Earthquake-strengthen the water storage network: Leave in plan (high)

Earthquake-strengthen Council buildings: Leave in plan (low)

Earthquake assessments: Leave in plan (low)

Help others strengthen their buildings: Leave in plan (low)

Continue funding heritage grants: Take out of plan

Energy-efficiency programme: Leave in plan (low)

Construct a water reservoir: Leave in plan (low)

Tasman Street reticulation upgrade: Leave in plan (low)

Tunnels and bridges improvements: Leave in plan (low)

New retaining walls on the road corridors: Leave in plan (low)

Minor roading safety projects: Take out of plan

Johnsonville roading improvements: Leave in plan (high)

Cycle network safety improvements: Leave in plan (low)

Cycle network extension: Leave in plan (low)

Parliamentary precinct public space improvements: Take out of plan

Improvements to Opera House Lane and Eva Street: Take out of plan

Contribute to a permanent Memorial Park: Leave in plan (low)

Public space enhancements to Victoria Precinct: Take out of plan

Construct a new inner-city park: Take out of plan

Public space access improvements to Clyde Quay Marina: Leave in plan (low)

Increase cultural grants funding : Take out of plan

Inflation adjustment for grants funding: Leave in plan (low)

Construct more artificial sportsfields : Leave in plan (high)

Keith Spry swimming pool upgrade: Leave in plan (high)

New library in Johnsonville: Leave in plan (low)

Aro Valley Community Centre upgrade: Leave in plan (low)

Newtown Community and Cultural Centre upgrade: Leave in plan (low)

Strathmore Community Base upgrade: Take out of plan

Proposed rates increase limit: Right

Proposed rates increase target: Right

General comments: I am totally supportive of balancing the books and catering to the forgotten needs of the Northern suburbs.

As part of that process I would like to bring Councillor's attentions to the current initiative to construct an artificial sports turf at Alex Moore Park.

NW AFC is the largest football club in the Wellington region and together with our junior club, we have approximately 1000 people playing football. It's great to see turfs coming on stream now and we now have more surety about being able to play football.

The current lack of turfs in the northern suburbs however does not help 1000 players and players from other codes to train. Like today, our sports fields are closed for all practices. The same situation occurred yesterday.

The Alex Moore turf is also an integral part of the new Alex Moore Park sport and community facility development.

Any further delays to the introduction of the new turf will also impact on the new facility - the majority of which will be privately funded.

Please keep the Alex Moore turf funding commitment as scheduled in the LTP.

The cost and benefit of an Alex Moore turf must surely rate as a high priority by keeping people of all ages fit, healthy and active in their community.

Please also continue your wonderful support for the Alex Moore Park sport and community facility.

Thank you.

Draft Annual Plan 2012-13 as part of the Long Term Council Community Plan
2012-22 - Submission due 18th May 2012

Baz Kaufman:: Principal Advisor: LTP,
Wellington City Council,
By e.mail: Baz.Kaufman@wcc.govt.nz

Rosamund Averton,
12/17 Brougham Street,
Mount Victoria,
Wellington.
[3-851-495]

I am writing this submission as an individual and do wish to be heard.

Introduction:

This submission highlights the issues I consider of significance within the documents entitled '2012-22 Draft Long-Term Plan' (formerly the LTCCP) and also the 'Eco-City Proposal'.

This year I have chosen not to bring forward matters remaining un-addressed from past years; that is not because I am no longer interested in inputs, outputs or outcomes of these longstanding unresolved matters or projects but because they are more than likely to re-emerge in the coming years as something brand new. [Note this submission for these reasons does not feature an "appendix"!]

Commentary:

I regret that this LTP (LTCCP) Draft (Summary) whilst written on high quality stock is hyperbolic and less readable than previous efforts, it has the tone of

a marketing document rather than a factual report. It is a pity that the editorial/authorial quality of this significant publication has diminished since the last LTCCP 2006/07-2105/16.

I ask that there should be a return to including the names and contact details of all staff, including "Directors" and "Senior Managers" who have delegated (by the CEO) responsibilities for projects, proposals or any other schemes. Such information would allow, as it did in the past, that citizens can readily contact those that are informed within our Council.

Please note that I have followed the sequence of the "Summary Draft LTP".

Submission:

A. Destination Wellington:

I **oppose** any further funding for this project. It is the role of Central Government to promote and support New Zealand.

Micro funding should be provided through the various Grants' Committees to enable SME's to promote their businesses to other New Zealanders of whom Wellingtonians are a subset.

1. Replacement venue for the Town Hall:

I **support** the transferring of all activities that are or would have been held in the Town Hall to the Wellington Show Buildings **not** to Shed 6.

I **support** the proposal to earthquake strengthen the Town Hall to a standard that exceeds that reached when it was last strengthened.

2. The 'Hobbit' world "premier":

I unequivocally **oppose** any expenditure on this parade. Such a promotion is the responsibility of the film company not of the Council or its ratepayers.

3. FIFA under "20 mens world championships 2015":

I **oppose** any expenditure on this 4 year project costing \$2.45 million.

4. Zoo Trust:

I **oppose** any increased funding for the Zoo. I am philosophically **opposed** to caging animals or people. For the same reason I am opposed to an aquarium on the waterfront.

5. "Positively Wellington Tourism – Australia Marketing":

I **oppose** any further marketing campaign to promote Wellington in Australia until such time as it can be demonstrated that such a campaign actually encourages those who would not have visited to visit.

6. Long haul airline attraction:

I unequivocally **oppose** the pursuit of this proposal.

Block A above: Other than (1) the other proposals should rightly be styled costly indulgences that would not be incurred if our Council focussed on its core responsibilities.

B. Enhancing resilience:

1. Water reservoir:

I **oppose** any further expenditure on this proposal until such time as both Capital Coast Health and the Wellington Regional Council have provided their share of the funding.

2. Tasman Street reticulation upgrade:

This proposal should be deferred until the goal set out in (1) is achieved. There should be no physical work carried out until that time.

Note: that I support both of these proposals subject to the conditions set out above.

3. Resilience of the Water network:

I **support** expenditure on this essential utility development.

4. Earthquake strengthening the Council's buildings:

Note that the Council's buildings belong to the people of Wellington.

In principle I **support** the strengthening of our buildings. However, I feel that there is no urgency to actively strengthen any civic or other building bearing in mind our geological history. It is surprising that there is anxiety about the strength of older buildings many of which have survived many earthquakes since the last major quake and aftershocks of 1942 to the present.

My concern is that consent is being granted to developers to erect multi level buildings in a swamp zone (ie: Te Aro swamp) who will bear the responsibility when these "newly" consented building sink into the "blue mud" (liquefaction) will that compensation match that for consenting "leaky" buildings?

5. Helping other so earthquake strengthen:

I **support** this proposal subject to the proviso that there should be a relaxed and factual education programme available to all citizens to ensure that they are not made unduly anxious.

6. Energy efficiency programme:

I **support** this proposal.

7. Heritage Grants:

I **support** the provision of heritage grants but again ask that the application for such grants be simpler and not restricted to those who have their properties listed in the District Plan or with HPT. These exclusive lists are only indicative of the many heritage structures including trees unlisted.

8. New standards for firefighting:

I **support** this expenditure.

9. Grants to **support** community preparedness:

I **support** this expenditure.

10. Basin Reserve's Museum Stand:

I **support** the deferral of this renovation until 2016/17.

Block B above: Community cohesion will not be strengthened by confusing it with creating a resilient community. I do not believe that an emotional response can be a directed activity. It is therefore a low priority for me.

Civic buildings should be strengthened.

Council should either assist all building owners, whether individuals, companies or bodies corporate, or none.

Refer to (5) above.

Deferred Projects: **Noted.**

C. Transport:

1. Tunnel and bridge improvements

I **support** this expenditure.

2. Johnsonville roading improvements:

I **support** this expenditure together with an improvement to pedestrian safety by installing pedestrian crossings at the junction of Hutt Road, SH2 and Ngauranga Gorge/Centennial Highway. Presently one has to cross at least 6 lanes of traffic to "get to the other side".

3. New walls on the road corridor:

Concrete, brick or stone walls should only be built or constructed if their cost would be less than that of planting hedges and/or agapanthus etc, to provide habitat and living corridors to host fauna, to retain walls, absorb sound, filter wind whilst improving drainage and water usage.

4. Cycle networks:

I **support** this expenditure.

5. Cycle safety:

I **support** this expenditure.

6. Minor safety projects:

I **support** this proposal to focus on "black spots" refer to my comment in (2) above.

Generally cyclists and pedestrians coexist comfortably the exception is when "downhillers" create vertical runs that end on "comfortable" walking tracks.

Block C above: I regret the further deferral of the various road links around Johnsonville. Prioritising projects thus: A, B, C, I, G, H, D, J, K and finally F.

D. Maintaining Wellington as an inclusive place where talent wants to live.

1. Central City framework and parks:

I **support** expenditure on the following proposals.

1.1 Parliamentary Precinct:

1.2 "Laneways" (Twittens!):

1.3 Memorial Park:

1.4 Victoria Precinct:

I am unable to **support** the proposal for expenditure of \$3.5m on an inner city park as there is no information supporting this proposal.

2. Waterfront projects:

Note: Wellington Waterfront Limited should be wound up and its functions should become part of the general activities of council. It should not become part of any other CCO.

Consequently I **propose** that the following projects be transferred to Parks and Reserves:

2.1 The Promenade, Waitangi Project,

The following projects should be **abandoned**:

2.2 Frank Kitts Park, Taranaki Wharf Project.

2.3 Wharf Pile maintenance should be managed and carried out by Council's "Infrastructural Directorate".

3. Clyde Quay Marina:

Any work should be supervised by a collaboration of the "Infrastructural Directorate" and "Parks and Gardens".

4. Queens Wharf precinct:

The Env. Court (Decision on Appeals:NZEnvC 74) has confirmed that all developments on this site must be publicly notified and it has also recommended sites that might be occupied and which left fallow. Recommended building heights also feature.

The Decision says:

Para 147: "Variation 11 did not meet statutory requirements".

Para 148: "....."the deficiencies are numerous and some are fundamental, and drafting by committee with the Court acting as arbiter did not seem a promising formula for a coherent and sound outcome".

The 'Wellington Waterfront Framework' whilst not a statutory document remains the main planning document for the waterfront until it is varied by agreement with the people of Wellington to formalise it.

To avoid any premature decision making at least 3 years should be allowed for adequate consultation on the use of Sites 8,9 and 10.

5. Community Facilities:

- Community Centres

I **support** all of the upgrades proposed.

6. Johnsonville Library:

I **support** proposal to commit \$18.5m over three years starting in 2015/16.

7. Keith Spry Swimming Pool (J'ville):

I **support** the improvement programme for this facility and the supplementary funding of \$2.6m.

8. New Zealand International Arts Festival:

I **support** the continued subsidisation of this Festival.

9. Grants Funding Increase:

I **support** this proposal to retain present funding and to introduce inflation adjusted grants for those with "3 year contracts".

I **propose** that all of the 3 year contracts should be **extended to 5 years** thus lessening the pressure on those receiving this essential support and those of staff reviewing eligibility.

10. Artificial Sportsfields:

I **support** the continuation of this replacement programme.

11. Projects within existing budgets:

Substantially I approve most of these line items. However, my **support**, if any for the proposed "Campground – Evans Bay" (Item 6) will be based on the results of the proposed "feasibility study" and consultation with citizens.

I am unequivocally opposed to the further exploration of "E-Meeting solutions" (Item 2). I believe that this might be a stalking horse for the removal of hard copy information something that will penalise those without computers and those with disabilities unable to access the information. All of the information provided by Council must be made available to all citizens in a form that matches their need. Council is the servant of the people not the arbiter of what citizens may or may not have access to.

12. Alternative proposals not included in the Draft Plan:

12.1 I **support** upgrade work planned for Bay Road, Kilbirnie.

12.2 I **oppose** the building of a new deep water pool at the Wellington Regional Aquatic Centre, Kilbirnie; the renovation of the Central Library and the various capital "upgrade" projects in gardens and reserves. All of these projects should be deleted not just deferred.

E. Balancing our budget:

1. Te Papa funding:

I **support** the present funding of Te Papa being continued and the development of a "clear agreement on how our funding will be used".

2. Our Wellington Page:

I **support** this decision.

3. Public Art Fund:

I **support** funding being sustained at its present level not the reduction proposed.

4. Gateway Sculpture:

I **support** the decision made by our representatives.

5. Reducing opening hours at low use times for swimming pools.

I **support** this proposal.

6. Grants reductions:

I **support** the intention to require applicants to apply to the social and recreation grants pool instead of the present arrangement.

I **oppose** the reduction of the sum available to the environmental grants pool.

I **propose** that all of the "grants pools" (sic) should be publicised to a wide range of potential applicants and that the application procedure be simplified to ensure all funds allocated are spent in the current year.

7. City Safety Programme:

I look forward to a public review of the role the "Walkwise service" and a request for substantial public feedback to ensure the "Service" delivers what people want.

8. Chest Hospital:

I **support** the decision of our representatives.

9. More efficient waste management:

I **support** the planned collaborative relationship with Porirua City Council.

10. Review of Waste Collection Services:

I **propose** that there should be a return to backdoor rubbish collections thus removing the need for a further review and potentially the sidelining of one of reasons behind the existence of a local body (ie: to ensure that rubbish and recycling are removed from households or properties belonging to the citizenry) for a charge that is part of the general rate income. Not as a profit making, for whomsoever, activity.

11. Review of Refuse Bins:

I look forward to the public review of "refuse bins". I **oppose** any introduction of tethered wheelie bins on street corners.

12. Parking Charges:

Residents should have local street parking available without charge. The use of parking buildings would increase if charges were reduced. Non-residential Pavement parking should be affordable to all citizens needing to use a vehicle.

13. Regional Water Services:

I await with interest the outcome of these deliberations.

14. A new trust to manage Karori Wildlife Sanctuary, Wellington Zoo, The Botanic Garden and Otari-Wilton's Bush:

I unequivocally **oppose** this proposal.

I **support** Option 3.

In summary I **propose** that the valley to the fenceline and beyond of KWS (Zealandia) be absorbed into the Council (Parks and Gardens) and that the KWS Trust should remain responsible for the funding, support and any other costs related to the Coffee Shop and Entertainment Centre on Waiapu Road, Highbury.

Note: Attached is my full response to this significant proposal.

15. Toi Poneke – The Wellington Arts Centre.

I look forward to participating in the review of the WAC and proposing an alternative location etc.

16. Other potential efficiencies and savings: **Noted.**

17. Review of asset renewals: **Noted.**

18. Change the service levels:

I **oppose** any reduction of service levels that will affect the amenity of citizens; as happened last spring when grass was not cut in many fields and parks. I am also appalled that there is even a suggestion that walls should not be renewed and similarly walkways, paths etc. **Earlier (C 3) in this submission I suggest an alternative to costly new walls ie: hedges.**

19. Not replacing assets: Examples noted.

Comment:

19.1 I **oppose** the “outsourcing” of landfill operations.

19.2 I **support** the decommissioning of the MS Portfolio/Project Server software.

19.3 The Karori Crematorium lift is used less since WCC allowed private crematoriums.

20. “Options for you to consider”: I **support** Option 3.

21: Other proposals:

21.1 Regional Amenities Funding:

In principle I support this proposal **however I propose** that the “panel of experts” should be nominated as part of a formal democratic exercise **involving all citizens interested**. After the selection process is completed the final selection should be confirmed in public with all applicant being present in person to answer questions to ascertain their willingness to engage with the people who will ultimately be funding them from their rates contributions. The formal confirmation of nominees could then be delegated to the Mayoral Forum in their role as public representatives.

21.2 Belmont Reserve Management:

I support this proposal.

21.3 Plimmer Bequest Funding Programme:

My priorities are:

North end of Lyall Bay “beautification”.

Alex Moore Park Community Walkway.

or

Creating a connection between all of the Northern reserves ie: Denis Dutton Park -Wahinahina, Gilberds Reserve, Seton Nossiter. This project has long been delayed by earliest correspondence on it goes back about 15 years.

Then>>>

Watts Peninsula linking to Fort Dorset and the Eastern Walkway via Fort Ballance.

Grasslees Reserve (Tawa).

All are worthy projects.

I do not support the proposal to create a "Children's Garden" within the Botanical Gardens (Glenmore Street).

22. I support "our" overall work programme.

Thank you for this opportunity.

Rosamund Averton

12/17 Brougham Street,
Mount Victoria,
Wellington 6011.

Attachment 1

WELLINGTON CITY COUNCIL'S DRAFT LONG-TERM PLAN 2012-22: SOUTHERN WARD SUBMISSION FORM

0235

NAME AND CONTACT DETAILS		Feedback on other Council initiatives: (Please tick)		Y	N		
First name	QUENTIN	Last name	ABRAHAM				
Street address/Suburb/City		7	<input checked="" type="checkbox"/> We support having a say on whether Wellington City Council should amalgamate with other councils in the region and how the city should be governed in the future.	<input checked="" type="checkbox"/>			
144 COLUMANDEL ST, NEWTOWN, WELLINGTON		8	<input checked="" type="checkbox"/> We support any change such as amalgamation having to receive support through a referendum.	<input checked="" type="checkbox"/>			
Phone	04 9701370	9	<input checked="" type="checkbox"/> We support strengthening community events (Island Bay and Newtown Festivals) and keeping regulatory fees minimal.	<input checked="" type="checkbox"/>			
Email		10	<input checked="" type="checkbox"/> We support the development of a new Seafood Festival.	<input checked="" type="checkbox"/>			
I would like to make an oral submission: (Please tick) Y <input checked="" type="checkbox"/> N <input type="checkbox"/>		For general comments please write on a separate form - see details on reverse.					
Feedback on key proposals in the draft Long-Term Plan: (Please tick)		Y	N	Feedback on other issues raised by the community: (Please tick)		Y	N
1	<input checked="" type="checkbox"/> We oppose the Botanic Gardens, Otari-Wilton's Bush and the Happy Valley tip being transferred to council controlled companies.	<input checked="" type="checkbox"/>		11	<input checked="" type="checkbox"/> We support our city's parking wardens being brought back in-house and run by council.	<input checked="" type="checkbox"/>	
2	<input checked="" type="checkbox"/> We oppose the yellow rubbish bag collection service and the council's works unit, CitiOps, being outsourced or privatised.	<input checked="" type="checkbox"/>		12	<input checked="" type="checkbox"/> We oppose the closure or sale of community assets such as Vogelhorn Hall and Municipal Golf Course.	<input checked="" type="checkbox"/>	
3	<input checked="" type="checkbox"/> We support a referendum being held on whether to privatise council's strategic assets in the future.	<input checked="" type="checkbox"/>		13	<input checked="" type="checkbox"/> We support the creation of a one-stop-shop within council to help small businesses.		<input checked="" type="checkbox"/>
4	<input checked="" type="checkbox"/> We oppose the encroachment policy and the implementation of rental fee rate increases.	<input checked="" type="checkbox"/>		14	<input checked="" type="checkbox"/> We support the creation and development of youth suicide prevention initiatives.	<input checked="" type="checkbox"/>	
5	<input checked="" type="checkbox"/> We support the development of a new community and cultural centre in Newtown (from 2016/17).	<input checked="" type="checkbox"/>		15	<input checked="" type="checkbox"/> We support more resources to eradicate graffiti and tagging in Wellington south.	<input checked="" type="checkbox"/>	
6	<input checked="" type="checkbox"/> We support the increase in council's grants funding to community groups.	<input checked="" type="checkbox"/>		16	<input checked="" type="checkbox"/> We support a review of parking and transport projects in Newtown.		<input checked="" type="checkbox"/>
				17	<input checked="" type="checkbox"/> We support the development of a volunteering strategy.		<input checked="" type="checkbox"/>

Note: All submissions (including name and contact details) are published and made available to elected members and the public. Personal information will be used for the administration of the consultation process. All information will be held by the Wellington City Council, 101 Wakefield Street, and submitters have the right to access and correct personal information.

To the Wellington City Council

SUBMISSION ON WELLINGTON CITY COUNCIL DRAFT LONG TERM PLAN 2012-2022

I write to the Wellington City Council to register my support of the submission provided by Royal Port Nicholson Yacht Club to Wellington City Council, including the three recommendations provided by the club.

I believe the Clyde Quay Boat Harbour restoration project should remain in the plan as a high priority.

Full name: Stuart Rolston Young

Address: 194 Breaker Bay Rd
Breaker Bay

Signed: 

Date: 5 May 2012

Nicole Tydda

From: alchambersbuilder@hotmail.com
Sent: Saturday, 12 May 2012 8:37 p.m.
To: BUS: Long Term Plan
Subject: Draft Long Term Plan-20120512083645

First Name: alan

Last Name: chambers

Street Address: 22 milton street

Suburb: berhampore

City: wellington

Phone: 0274511137

Email: alchambersbuilder@hotmail.com

I would like to make an oral submission: Yes

I am making this submission: individual

Type of organisation: Community

Make Wellington a place where talent wants to live: Neutral

Make the city more resilient to natural disasters: Neutral

A well-managed city: Agree

Create Destination Wellington: Leave in plan (low)

Bid to host 2015 FIFA under 20s World Championship: Leave in plan (low)

Host The Hobbit world premiere: Leave in plan (low)

Provide a temporary venue for the Town Hall: Leave in plan (low)

Earthquake-strengthen the water storage network: Leave in plan (low)

Earthquake-strengthen Council buildings: Leave in plan (low)

Earthquake assessments: Leave in plan (low)

Help others strengthen their buildings: Leave in plan (low)

Continue funding heritage grants: Leave in plan (low)

Energy-efficiency programme: Leave in plan (low)

Construct a water reservoir: Leave in plan (low)

Tasman Street reticulation upgrade: Leave in plan (low)

Tunnels and bridges improvements: Leave in plan (low)

New retaining walls on the road corridors: Leave in plan (low)

Minor roading safety projects: Leave in plan (low)

Johnsonville roading improvements: Leave in plan (low)

Cycle network safety improvements: Leave in plan (low)

Cycle network extension: Leave in plan (low)

Comments on transport: I would like Wcc to look at the hidden subsidies it provides to commercial interests and maybe review these traditional frèbies so the costs to the ratepayers is quantified and debated in public and not just continued because its always been done.

one subsidy in particular I would like investigated is council providing bus stops around the city at no charge to the operators.

This was acceptable when the city owned the bus company but now that all the bus companies are privately owned maybe its time to look at charging for the use of the otherwise prime parking spots. As I see it its not the city ratepayers place to subsidise bus commuters but the regional council and the government pick up the tab for the subsidy.

I would like to start the debate by asking how many meters of bus stop are there in the metered zones around the city and how many car Parks would be available and how much the parking fees would generate for the council to spend on other projects.

Parliamentary precinct public space improvements: Leave in plan (low)

Improvements to Opera House Lane and Eva Street: Leave in plan (low)

Contribute to a permanent Memorial Park: Leave in plan (low)

Public space enhancements to Victoria Precinct: Leave in plan (low)

Construct a new inner-city park: Leave in plan (low)

Public space access improvements to Clyde Quay Marina: Leave in plan (low)

Increase cultural grants funding : Leave in plan (high)

Inflation adjustment for grants funding: Leave in plan (high)

Construct more artificial sportsfields : Leave in plan (high)

Keith Spry swimming pool upgrade: Leave in plan (low)

New library in Johnsonville: Leave in plan (low)

Aro Valley Community Centre upgrade: Leave in plan (low)

Newtown Community and Cultural Centre upgrade: Leave in plan (low)

Strathmore Community Base upgrade: Leave in plan (low)

Comments on maintaining Wellington: Need to include a new deep water pool in wellington either at kilbirnie or some other venue may be a joint venture with a school or private enterprise.

Proposed rates increase limit: Right

Proposed rates increase target: Right

Comments on balancing the budget: Wcc is in the swimming pool business and you have a monopoly but you are not supplying a good a good service and have not future proofed your business by deciding to not fund the new deep water pool. Wcc must either get out of the swimming pool business or commit to fully funding the new pool now rather than in 15 years time or longer

Reducing our 10 year renewal budget: Invest in assets

Louise Thomas

From: System Administrator [most@e-xpert.co.nz]
Sent: Monday, 30 April 2012 1:26 p.m.
To: BUS: EcoCity
Subject: EcoCity submisison via zealandia website.

Follow Up Flag: Follow up
Flag Status: Purple

1-20pm.
Eco-City

MoST, Management of Site Tool

First Name

Lorraine

Last Name

Talbot

Street address

9 Norwood Place

Suburb

Johnsonville

City

Wellington

Phone

Email

larrie.talbot@clear.net.nz

Preferred option: I choose not to rank the four options of control offered by Wellington City Council. Instead I support the Karori Sanctuary Trust's position: To remain independent and continue to partner with Council rather than be owned by it.

Agree

Why did you select your most preferred option? Edit to suit your own opinion:

The Trust has demonstrated that an independent community-based organisation, working in partnership with Council, is the strongest basis for continued progress and believes that none of the proposed Eco city options will support and advance the sanctuary vision or the city vision. The reasons are:

. The Trust, as an independent community based organisation, has proven its success. Note that for

every dollar (including the \$10m loan) Council has contributed to Zealandia, at least another \$3 (\$7 if Council loan excluded) have been raised from other sources.

. Placing organisations with minimal fit together (the Zoo and Zealandia) would not produce added value, but rather, will create risks that threaten and diminish each organisation's future.

. There is no evidence that any of the proposed options could do better to advance the sanctuary and the city vision. To the contrary;

o The suggested savings are theoretical, lacking any consultation to justify them.

o Council ownership will dilute the sense of community ownership, leading to reduced community support, higher operating costs requiring increased council funding, and creeping organisational complacency as the lean, efficient management ethic declines.

. The Trust position is the most cost effective option to achieve the Trust's conservation and education goals and maintain the goodwill and support of its 450 volunteers, 11,000 members, donors and supporters.

On this basis:

. I reject all Council proposed options.

. I support the Trust position - to provide \$700,000pa funding to the Trust which will allow Zealandia to continue to be an independent community organisation and work in partnership with Council and other partners to achieve the Trust's vision and the city vision.

Do you have any other comments on this issue?

I have been a member of Karori Sanctuary since it was first proposed. I would like to see Zealandia progress as an independent organisation with a goal of becoming self-supporting. The zoo, Otari Wilton Bush and The Botanic Gardens do not have this ambition so do not fit with Zealandia. How would we know that Zealandia is self-supporting if its governance structure is altered to the extent being proposed by council.

Would the enthusiasm of the volunteers and staff be maintained under a more council-owned and run model?

I know that, as a member of Zealandia, I would be wondering what is the point of paying membership fees if the council is managing Zealandia.

I would like to make an oral submission (optional, but we urge you to do this if you can). If yes, provide a phone number above, so that a submission time can be arranged.)

Yes

Technical note: If more than three people are making submissions from your computer please close and reopen your browser after the third submission to stop them being wrongly identified as spam.

Email generated from 202.78.151.163, located in New Zealand

Louise Thomas

From: System Administrator [most@e-xpert.co.nz]
Sent: Monday, 30 April 2012 2:32 p.m.
To: BUS: EcoCity
Subject: EcoCity submisison via zealandia website.

Follow Up Flag: Follow up
Flag Status: Purple

1.25pm.
Eco-city

MoST, Management of Site Tool

First Name

kristin

Last Name

gibson

Street address

7 putnam st

Suburb

northland

City

wellington

Phone

4757545

Email

kristin.gibson@xtra.co.nz

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. I reject all Council proposed options.

. I support the Trust position - to provide \$700,000pa funding to the Trust which will allow Zealandia to continue to be an independent community organisation and work in partnership with Council and other partners to achieve the Trust's vision and the city vision.

Do you have any other comments on this issue?

I know how well the Sanctuary is working, having grown up in its vicinity and still living nearby. I would far rather see Zealandia run by expert and committed people than the WCC which has fallen very short on environmental matters. This has been recently demonstrated by its ineptitude in the matter of failing to consult over re-zoning in Creswick Valley where the Council's alliance with a forceful developer was so wrong and in the matter of high-rise development on our valued waterfront which the Environment Court has prevented.

I would like to make an oral submission (optional, but we urge you to do this if you can). If yes, provide a phone number above, so that a submission time can be arranged.)

Yes

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Email generated from 222.154.183.104, located in New Zealand

Louise Thomas

From: System Administrator [most@e-xpert.co.nz]
Sent: Monday, 30 April 2012 2:11 p.m.
To: BUS: EcoCity
Subject: EcoCity submisison via zealandia website.

Follow Up Flag: Follow up
Flag Status: Purple

1.30pm
Eco-City

MoST, Management of Site Tool

First Name

Peter

Last Name

Laurenson

Street address

193 Orangi Kaupapa Road

Suburb

Wellington

City

Wellington

Phone

9730198

Email

peter@mpwr.biz

Preferred option: I choose not to rank the four options of control offered by Wellington City Council. Instead I support the Karori Sanctuary Trust's position: To remain independent and continue to partner with Council rather than be owned by it.

Agree

Why did you select your most preferred option? Edit to suit your own opinion:

The Trust has demonstrated that an independent community-based organisation, working in partnership with Council, is the strongest basis for continued progress and believes that none of the proposed Eco city options will support and advance the sanctuary vision or the city vision. The reasons are:

. The Trust, as an independent community based organisation, has proven its success. Note that for every dollar (including the \$10m loan) Council has contributed to Zealandia, at least another \$3 (\$7 if Council loan excluded) have been raised from other sources.

. Placing organisations with minimal fit together (the Zoo and Zealandia) would not produce added value, but rather, will create risks that threaten and diminish each organisation's future.

. There is no evidence that any of the proposed options could do better to advance the sanctuary and the city vision. To the contrary;

o The suggested savings are theoretical, lacking any consultation to justify them.

o Council ownership will dilute the sense of community ownership, leading to reduced community support, higher operating costs requiring increased council funding, and creeping organisational complacency as the lean, efficient management ethic declines.

. The Trust position is the most cost effective option to achieve the Trust's conservation and education goals and maintain the goodwill and support of its 450 volunteers, 11,000 members, donors and supporters.

On this basis:

. I reject all Council proposed options.

. I support the Trust position - to provide \$700,000pa funding to the Trust which will allow Zealandia to continue to be an independent community organisation and work in partnership with Council and other partners to achieve the Trust's vision and the city vision.

Do you have any other comments on this issue?

I would like to make an oral submission (optional, but we urge you to do this if you can). If yes, provide a phone number above, so that a submission time can be arranged.)

Technical note: If more than three people are making submissions from your computer please close and reopen your browser after the third submission to stop them being wrongly identified as spam.

Email generated from 121.73.94.32, located in New Zealand

Louise Thomas

From: System Administrator [most@e-xpert.co.nz]
Sent: Tuesday, 1 May 2012 12:23 a.m.
To: BUS: EcoCity
Subject: EcoCity submisison via zealandia website.
Follow Up Flag: Follow up
Flag Status: Purple

1.40pm
Eco-city

MoST, Management of Site Tool

First Name Chris
Last Name Pugsley
Street address 11 Koromiko Road
Suburb Highbury
City Wellington
Phone 04 9386539
Email cwp@PARADISE.NET.NZ

Preferred option: I choose not to rank the four options of control offered by Wellington City Council. Instead I support the Karori Sanctuary Trust's position: To remain independent and continue to partner with Council rather than be owned by it. Agree

Why did you select your most preferred option?
Edit to suit your own opinion:

. An independent community-based organisation, working in partnership with Council is the strongest basis for continued progress.
. The Trust, as an independent community based organisation, has already proven its success.
. community ownership is important - any Council "take over" will inevitably lead to reduced community support and higher operating costs - requiring increased council funding.
. The Trust position is the most cost effective option to achieve the Trust's conservation and education goals and maintain the goodwill and support of its 450 volunteers, 11,000 members, donors and supporters.

On this basis:

. I reject all Council proposed options.
. I support the Trust position - to provide \$700,000pa funding to the Trust which will allow Zealandia to continue to be an independent community organisation and work in partnership with Council and other partners to achieve the Trust's vision and the city vision.

Do you have any other comments on this issue?

I appreciate the Council's years of solid support for Zealandia and trust that Council can continue to support Zealandia... but... as an independent sand alone organisation that in my opinion has proved to be highly successful.

I would like to make an oral submission Yes

(optional, but we urge you to do this if you can).
If yes, provide a phone number above, so that a
submission time can be arranged.)

Technical note: If more than three people are making submissions from your computer please close and reopen your
browser after the third submisison to stop them being wrongly identified as spam.

Email generated from 203.97.107.28, located in New Zealand

RECEIVED
05 MAY 2012

Absolutely
POSITIVELY
ME HEKE KI PŌHĀKE
WELLINGTON CITY COUNCIL Wellington

Making the most of Wellington's natural attractions – Eco-City proposal

1-45pm
Eco-City

We are keen to get your thoughts on establishing a new Council Controlled Organisation called Eco-City. You can have your say:

- By making a submission on this form or in writing and send it to us by:
Post – Freepost 2199, Eco-City Proposal, Wellington City Council, PO Box 2199, Wellington 6140 or Fax – 04 801 3075
- By making a submission online at Wellington.govt.nz
- By sending an email to: ecocity@wcc.govt.nz

Please contact the Wellington City Council on 499 4444 for more information.

Section one – personal details

ENTER YOUR NAME AND CONTACT DETAILS	
<input checked="" type="checkbox"/> Mr	<input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Dr
*First name/last name	BERNARD O'SHAUGHNESSY
*Street address	139A DANIELL ST NEWTOWN WELLINGTON
Phone/Mobile	—
Email	Bernardboss@yahoo.co.uk

* Mandatory fields

I AM MAKING A SUBMISSION	
<input type="checkbox"/> As an individual	<input checked="" type="checkbox"/> On behalf of an organisation
Name of organisation	COALITION AND TRANSITION (CAT)!
I would like to make an oral submission to the City Councillors.	<input checked="" type="checkbox"/> Yes
If yes, provide a phone number above so that a submission time can be arranged.	<input type="checkbox"/> No

SUBMISSIONS CLOSE 5PM ON 18TH MAY 2012

Privacy statement

All submissions (including name and contact details) are published and made available to elected members of the Council and the public. Personal information supplied will be used for the administration and reporting back to elected members of the Council and the public as part of the consultation process. All information collected will be held by Wellington City Council, 101 Wakefield Street, Wellington. Submitters have the right to access and correct personal information.

Section two – questions

The working party considered a number of options before coming to the one recommended in this document. While this is the Council's preference, the final decision will be based, not only on this work, but also on the views of Wellingtonians. Here is your chance to let the Council know which option you prefer.

Please rank the following options in your order of preference (eg 1 for your most preferred option and 5 for your least preferred option)

1. PLEASE RANK THE FOLLOWING OPTIONS	RANKING (1, 2, 3 etc)
Eco city model (the Council's preferred option)	1
Wellington Environmental Visitor Attractions model	3
Parks and Gardens model	2
Stand alone Council Controlled Organisation model	4
None of the models listed/ An alternative model	

RECEIVED

2. WHY DID YOU SELECT YOUR MOST PREFERRED OPTION?

MAKES SENSE BUT
THIS OPTION ONLY IF THE RAORI
STANTURBY TRUST ARE KICKED OUT OF
MANAGING — THEY GOT THE RATEPAYERS
INTO THIS MESS SO THEY SHOULD BUGGER OFF!

3. ARE THERE ALTERNATIVE MODELS THAT WE SHOULD CONSIDER? WHAT WOULD THESE INVOLVE? ARE THERE OTHER WAYS WE SHOULD CONSIDER FUNDING ZEALANDIA OR WELLINGTON'S OTHER NATURAL ATTRACTIONS?

MUST SEPARATE FUNDS
FROM CENTRAL GOVT

4. DO YOU HAVE ANY OTHER COMMENTS ON THIS ISSUE?

Plenty, but will say it
TO COUNCIL
PREVIOUS COUNCILORS, & SOME OF THOSE STILL
ON COUNCIL SOLD RATEPAYERS OUT BY
GIVING AN INTEREST FREE LOAN OF \$10 MILLION
TO ZEALANDIA

Free Post Authority Number 2199

Absolutely
POSITIVELY
WE MAKE IT EASIER
WELLINGTON CITY COUNCIL **Wellington**
PO Box 2199, Wellington, New Zealand

Free 



Freepost 2199
Eco-City Proposal
Wellington City Council
PO Box 2199
Wellington 6140

Louise Thomas

From: sheena@bennett.net.nz
Sent: Saturday, 5 May 2012 5:16 p.m.
To: BUS: EcoCity
Subject: Eco-City Proposal for Wellington's Natural Attractions

2.00pm
ECO-city

Follow Up Flag: Follow up
Flag Status: Purple

The following details have been submitted from the Eco-City Proposal for Wellington's Natural Attractions form on the www.Wellington.govt.nz website:

First Name: SHEENA

Last Name: BENNETT

Street Address: 8 Putnam Street

Suburb: Northland

City: Wellington

Phone: 475 8842

Email: sheena@bennett.net.nz

I would like to make an oral submission: Yes

I am making this submission: as an individual

None of the models listed / An alternative model: 1

Why did you select your most preferred option: I believe that Zealandia should be funded by the Government. It is a great idea, but is not sustainable by the Wellington City Council, or indeed by the Sanctuary Trust. Incorporating it in any way with Wellington Zoo (a paying facility), and Wellington Botanic Gardens and Otari (both free to all) would be detrimental to the operations of those other facilities.

Are there alternative models that we should consider: As I said in the previous question, I do not believe Wellington City Council should fund Zealandia, and I have been unhappy with the amounts already given to the organisation.

Other Comments: I am a voluntary guide at Wellington Botanic Garden. I treasure the gardens, and would be extremely unhappy to see its unique character combined with any of the other organisations. Being a volunteer is important to me, and I would not be interested in volunteering for a commercialised model as suggested.

Louise Thomas

From: System Administrator [most@e-xpert.co.nz]
Sent: Tuesday, 1 May 2012 3:10 p.m.
To: BUS: EcoCity
Subject: EcoCity submisison via zealandia website.
Follow Up Flag: Follow up
Flag Status: Purple

2:05pm
Eco-City

MoST, Management of Site Tool

First Name	James
Last Name	McLean
Street address	178 Ohiro Road
Suburb	Wellington
City	Wellington
Phone	6448019115
Email	james@storyinc.co.nz

Preferred option: I choose not to rank the four options of control offered by Wellington City Council. Instead I support the Karori Sanctuary Trust's position: To remain independent and continue to partner with Council rather than be owned by it. Agree

Why did you select your most preferred option? Edit to suit your own opinion: I had thought that a council "takeover" might be the best option for Zealandia, given its money woes. But now I am convinced that it is not. I can't see how Zealandia could remain a volunteer-based community organisation under the WCC umbrella. If it loses that, it has lost touch with its original rationale. It will no longer inspire other groups around NZ. it will no longer be a leader.

A second reason is that looking at the numbers, it does seem to me that the city is really getting a good deal out of Zealandia under the present arrangement. It is hard to see any actual financial advantage for WCC and the Wellington ratepayer of the takeover.

Do you have any other comments on this issue?

I would like to make an oral submission (optional, but we urge you to do this if you can). If yes, provide a phone number above, so that a submission time can be arranged.) Yes

Technical note: If more than three people are making submissions from your computer please close and reopen your browser after the third submisison to stop them being wrongly identified as spam.

Email generated from 203.97.181.168, located in New Zealand

14 May 2012

Long Term Plan
Wellington City Council
P O Box 2199
WELLINGTON

Wellington City Council

Thank you for the opportunity to speak directly with the Mayor and officials last Friday on the 2012-22 draft Long Term Plan. As advised we are now formally making a written submission in support of the discussions held.

We would also ask for the opportunity to speak to our submission at the Strategy and Policy Committee.

Overall Comments

The Port Nicholson Block Settlement Trust (“the Trust”) supports the Wellington Towards 2040: Smart Capital vision.

Draft Events Policy

The Trust believes that the proposals around events lacks the mana whenua component. We share an important partnership and on that basis should be working together around key events in the annual calendar viz:

- Waitangi Day
- Matariki

Both these highlights in the Iwi calendar lend to a much bigger profile and are truly kiwi events showcasing our unique heritage. We have long held the belief that we could host international events at these times. We certainly showed Wellington and the world we could host the Diplomatic Corp well this year and that we could build on our Nationhood celebration as the Capital City giving a positive expression to our founding document.

Matariki is becoming a landmark occasion throughout the country as a festival for the midwinter in New Zealand and in Wellington in particular. To lift this celebration to an international event particularly for the Pacific Rim should be explored. This would be a contrast to our current International Festival of the Arts and the Wearable Arts and add to the suite of events this City currently hosts.

Railway Station Social Hall
55 Waterloo Quay
PO Box 12164
Wellington 6144

Telephone: (04) 472 3872
Fax: (04) 472 3874
www.portnicholson.org.nz

What's Important 1: Growing our Economy and Jobs

Of particular concern is the decision by government to reduce the number of employment opportunities in the public sector both in terms of actual numbers and the continuing policy of short term contracts.

Much of the stability of Wellington in the commercial sector has centred round the solidarity of persons working the public sector and their long term commitment to the community

The ability to replace the thousands of jobs that are being changed both by attrition and short term contracts does require a high level of strategic thinking.

Looking out to the end of the period under consideration employment opportunities must be re-looked at if the solid basis of Wellington as a strong employment city is to be maintained

Destination Wellington

The establishment of Destination Wellington with the purpose of delivery through increased investment, talent and new business to the Central Business District and wider city areas is supported.

The strategy however regarding replacement venues for the Town Hall whilst it undergoes earthquake strengthening ignores venues that currently exist close to the Town Hall. Since we have returned to the waterfront with Te Raukura (the Wharewaka) we have developed good relationships with our neighbours on the waterfront. While we agree that improving the TSB Arena is essential inclusion of a replacement venue however not considering those existing venues (in close proximity) seems short sighted. On the waterfront, the city has venues such as Te Papa, the Brewery, Te Raukura, the Boatshed, Circa Theatre where a joint venture could be more economic and possibly a more user friendly option.

What's Important 2: Enhancing Resilience

The Trust supports the proposals to strengthen Council buildings and helping others to be earthquake prepared.

The Trust also supports the Water Reservoir at Prince of Wales Park and the Tasman Street reticulation upgrade.

We support the improvements proposed to improve the resilience of the water network.

Initiatives such as the energy efficiency programme are also supported.

In the deferred projects we would like to see the upgrade for Moa Point bypass treatment bought forward by two years to 2014/15 rather than 2016/17

We would also like to see the Adelaide Road and Aro Street improvements bought forward to 2014/15

What's Important 3: Transport

The general outline for transport improvements is consistent with proposals that improve cycling and road transport.

More work could be done for pedestrians possibly for little cost and around better education for motorists and cyclists.

More work could be done on improving disability movement around the city – improving transition from footpath to road at pedestrian crossings for wheelchair users remains an issue in some areas (including the city and suburbs). Mobility parking in the CBD is very limited and Council needs to consider the requirements of this sector of the community (direct consultation would be a good starting point).

The proposed work from Greater Wellington with bus route changes and timetables and the development of the transport spine will be most important for the city.

Improving access to Wellington Hospital is a critical factor as is the development of the RoNs fly over at the Basin Reserve. Two significant buildings at Buckle Street the former Dominion Museum and the Carillion must be considered in the final design for the flyover and Buckle Street. The importance of Memorial Park and the ceremonies that occur must be highlighted to central government by both Iwi and Council.

What's Important 4: What's Special about Wellington?

The central most important and dominant part of Wellington is Te Whanganui a Tara (the harbour). From the earliest time the life on the land centred round the well being of the harbour.

Regrettably this most important taonga has been neglected, ravaged and ignored over the years particularly in the administration to ensure its contribution is recognised and its importance maintained.

Without the harbour, Wellington would be a “non-city”.

The administration of the harbour facilities including Wellington Waterfront Limited and Centreport needs to be examined as a first priority with other councils who adjoin the harbour, being part of the discussions.

The Central City framework and parks are important to us in particular the Parliamentary Precinct and the proposed improvements in light of the opening of the National Library and the City's 150 year commemoration of being the capital. The funding allocated seems to be light when the importance of these two occasions is considered

We support the proposed waterfront projects but note that the site 10 proposal will be amended as a result of the Environment Court decision on Variation 11.

We support the continued upgrade of sports field to artificial turf.

A project within existing budgets of strong interest to us, is the provision of up to date Resource Consent and District Plan information. The plan in relation to the Iwi section within the current plan is out of date and does not take into account the Treaty Settlement. We are working with Wellington, Lower and Upper City planners and the Ministry for the Environment to undertake work on this which will create a plan change in the following years.

What's Important 5: Balancing our Budget

In the future Wellington has to be seen as a destination of purpose.

Motu Kairangi (formerly Watts Peninsula)

The proposal to develop a national park on Motu Kairangi must be the centre of positive strategies which will bring together all of the land interests both public and private which can enhance the economic development of the city, making it a place as destination of choice. It is also another opportunity to add to the suite of Eco-City projects in Wellington, enhancing the tourism, educational, visitor, historical opportunities and experiences which such a destination can provide.

We do want to stress that the Geographic Board has officially changed the name of the Peninsula to Motu Kairangi, its original name and we will ensure that this becomes used in all publications and signage.

Te Papa

We believe Te Papa should be funded to, at least the level of \$2 million. Having Te Papa on our waterfront and often leading the City with events cannot be under estimated. Te Papa is vitally important to tell the Iwi story of Aotearoa and we as mana whenua have supported this establishment since its inception.

Waste Management

We support Council on gaining efficiencies and looking at more efficient waste management and reviewing services is a logical step.

Toi Poneke

We support Toi Poneke and know this arts organisation has done sterling work in encouraging indigenous artists and holding exhibitions that showcase this art and talent.

Zealandia

We have considered carefully our response to the proposed establishment of Eco-City bringing Zealandia into the full control of Council. We have worked with the visionaries who first had the dream to build the Sanctuary. We have a position as a Guardian of the Sanctuary. We think the Governance Board has an impressive skill set and the kaupapa has a strong following of volunteers that should not be ignored.

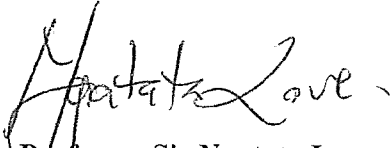
Efficiencies could be brought to bear by means other than taking full control as we know that Council has representation on the Board and rights on many aspects of how the Sanctuary is managed. A concern for us is how this proposed amalgamation would affect, Otari and the Botanical Gardens both of which are of high cultural importance to Mana Whenua.

We currently co-manage with Council, Oruaiti and this is model which is working well for all and the improvement which will undertaken in the coming weeks will provide for the City an asset of which we can both be proud. We believe this will become a place that is used by citizens and tourist much more once the work is completed. We also want to work with the City on our vision for the harbour islands, and the Town Belt as agreed and the synergies in all these sites should be considered as we move this city forward as an Eco-city.

Other Matters

The Council itself is charged with retaining the land base which it has inherited. Iwi have viewed Council as a safe place for lands formerly in the ownership of Iwi and taken in contravention of the Treaty in particular the Town Belt and Tapu Te Ranga island. It is inconceivable to Taranaki Whanui that the city would agree to the giving over of Tapu Te Ranga Island depriving the mana whenua and the citizens of Wellington in their role of trustees of this cultural site.

Naaku noa na



Professor Sir Ngatata Love
Chairman

Louise Thomas

From: Caroline Parlane [parlanes1@xtra.co.nz]
Sent: Wednesday, 9 May 2012 8:29 p.m.
To: BUS: EcoCity
Subject: Submission on WCC's ECO-City Proposal
Follow Up Flag: Follow up
Flag Status: Purple
Attachments: Submission - Karori Sanctuary.doc

3:55pm
ECO-City

Please find attached my submission on the Wellington City Council's Eco-City Proposal.

I am: Caroline Parlane; 17A Putnam Street; Northland; Wellington 6012; Phone (04) 4757800 or (021) 475781.

I would like to make an oral submission to the City Councillors in support of my submission.

Many thanks

Caroline Parlane

I am making a submission in support of retaining the current structure (i.e. governance by a Trust) of the Karori Sanctuary (Zealandia). The reasons for this are that:

- there is no evidence that any of the proposed options could do better to advance the Sanctuary (and Wellington City) than the status quo: and
- the suggested savings of the Council's preferred option (the 'Eco City' model) are theoretical, lacking any substantive facts to justify them.

My submission covers four main points: the unique and internationally recognised status of Zealandia; the community based, supported by volunteers, nature of Zealandia; the false premises/claims made in relation to the current and future funding of Zealandia; and the excellence of the current management and Trustees.

International recognition: In the past two years I have been visited by two sets of visitors from the United Kingdom (both relatives) who have come to Wellington, not primarily to see us (they always do this but past trips have involved spending time with them in more 'renowned' tourist centres such as Golden Bay or Nelson) but because they have heard about Zealandia and wanted to visit. They did also visit Te Papa. But not the Zoo nor Otari nor the Botanical Gardens. With all due respect to those fine institutions, that play a very valuable role in Wellingtonians' lives, they are not of national, let alone international, importance or significance. Zealandia is – it has attracted international attention as a unique and hopefully (this was the late, great, Sir Paul Callaghan's dream) potentially replicable example of what can be done when human beings co-operate to help address the negative impacts they have had on our natural habitat. (As stated above I personally know of international visitors who have visited Wellington to experience Zealandia – I have never heard of any tourists adding Wellington to their itinerary in order to visit our Zoo or Otari or our Botanical Gardens.) I therefore reject the proposition that 'merging' these four entities into one has any validity on the basis that they are not at all alike and do completely different jobs and have different missions. The one organisation that I do believe has some possible synergies with Zealandia is Te Papa and I would be willing to consider a joint management structure – or at least a closer working together – for those two organisations. From the documentation I have read it appears the Council has not even considered this option.

A community based/volunteer supported organisation: Zealandia is run by an independent Trust that is a community-based organisation. The most important part of that statement is the phrase 'community based'. Zealandia never was a Council initiative but came into being as the result of a huge amount of un-paid work by a number of key 'locals' – based in the community that Zealandia is now part of.

It is of considerable concern that the WCC has not offset the supposed '**benefits**' of 'buying' power and combined management against the very real **costs** of losing support from at least some of the 450 volunteers who support the Sanctuary with vast quantities of time and love. I remain gobsmacked that in the figures the Council has presented, in making its case for its combined 'Eco City' structure, that there has not been some attempt made to quantify this incredibly valuable contribution. Why risk, on the basis of no robust 'sums' the nature of a unique community based organisation, a 'volunteerism' ethos, and the goodwill and support of Zealandia's 450 volunteers and its 11,000 members, and all the current and past donors, benefactors and supporters?

Claims made about the costs of Zealandia: That leads me to mention some of the supposed monetary 'facts' that have been bandied about in relation to Zealandia.

The media in particular seem to have got hold of the idea that the Sanctuary is 'in trouble'. My understanding is that the Trust has proven its success - for every dollar (including the \$10 million loan) Council has contributed to Zealandia, at least another \$3 (\$7 if the Council loan is excluded) has been raised from other sources. Further, Zealandia is portrayed as being a drain financially upon the Council; indeed the primary reason for the Working Party having been convened. The Zoo, which is described in glowing terms in the consultation document, is funded operationally at \$2.8 million per year, and is seeking \$59 million over the next ten years. Zealandia on the other hand, which is subsidised by the ratepayer at \$0.43c per visitor as compared to the Zoo's subsidy of \$14 per visitor, is asking for only \$700,000 a year. As I have stated the Zoo is clearly an asset to the City but it has never been expected to fund itself and is supported by Council seemingly 'without question'. Why is it the case when the Zoo is asking for a sum that exceeds Zealandia's request by some 300%! Is the Zoo really worth 300% more to the City and its ratepayers than Zealandia (and this statement itself supposes \$700,000 funding per annum for Zealandia (to match the Zoo's \$2.8 million) which the Council has clearly found unpalatable enough to trigger this whole 'Eco-City concept).

My concern remains that the cost savings and synergies claimed in the Council proposal do not stand up to scrutiny and have not been underpinned by sufficient investigation, hence the proposal, as it stands, is unsubstantiated.

Trustees/Management: One of the cost savings the Council claims it is able to make is in consolidating the management of the four organisations under one overall management 'umbrella'. My understanding is that the Trustees of Zealandia are paid \$140,000 per annum (and that the payment of these fees was insisted upon when the current structure was put in place by the Wellington City Council in 2009 - previously the Trustees had donated their time). I for one am very happy that a woman with the proven business acumen that Catherine Isaac has as the Chair of the Trustees and would not want to see her tireless devotion to the Sanctuary and securing its future go un-rewarded. I also note that amongst the other Trustees are Don Huse (a former Chief Executive of Auckland International Airport) and George Hickton (a former Chief Executive of Tourism New Zealand). I believe it is arrogant of the Council to believe it could do a better job of managing the Sanctuary and its future than these business people are doing – and should be 'absolutely positively' delighted that such a special and outstanding attraction in this City is being governed for a mere \$140,000 per annum (I would suggest there are more than a few middle managers amongst the more than 1,400 Council staff that earn that annually on their own – the Zealandia Trustee remuneration amount is spread amongst (currently) six Trustees).

For all of the above reasons I support the Trust's position – that the Council provide \$700,000 per annum funding to the Trust which will allow Zealandia to continue to be an independent community organisation and work in partnership with Council and other partners to achieve the Trust's vision.

The existence of Zealandia within 'Absolutely Positively' Wellington's confines should be a source of immense national pride, not seen by our local authority as an irritation.

Caroline Parlane
17A Putnam Street
Northland
Wellington 6012

(04) 4757 800 and (021) 475 781