



**THRIVING SOUTHLAND
CATCHMENT GROUP,
FARMER AND
STAKEHOLDER
annual survey**

2022



**THRIVING
SOUTHLAND**

*Tōnui ana te whenua. Tōnui ana te takata.
A thriving, prosperous land. A thriving, prosperous people.*



Agriculture & Investment Services

Ministry for Primary Industries
Manatū Ahu Matua

thrivingsouthland.co.nz

THRIVING SOUTHLAND IS

*A community led group
in the Southland region
with an overall vision
“to create a prosperous
Southland, healthy people,
healthy environment from
the mountains to the sea.”¹*



The Ministry for Primary Industries Sustainable Land Use Programme has funded a change and innovation project to support Southland’s primary sector to be agile and adaptable to change.

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Summary

The following summary outlines the results of the second annual Thriving Southland survey, and reports findings from questions asked in 2022, with comparisons to 2021 results where applicable.

The survey was conducted to help Thriving Southland determine what is happening on Southland farms, what Catchment Groups want and how Thriving Southland can work with farmers and stakeholders in a pro-active, co-ordinated manner for the ongoing health of Southland's people and environment.

Thriving Southland seeks to understand how they can continue to support farmers find solutions to problems as the Thriving Southland programme progresses, how effective Thriving Southland has been to date and how well they have addressed Catchment Groups needs to date. The results of the survey will help inform how Thriving Southland can continue enabling and supporting Catchment Groups.

Summary of recommendations

- The majority of respondents in both years were farmers (56% in 2022), most of whom had been farming for 10+ years (90% in 2022) and run sheep, beef, sheep and beef, dairy or dairy support farms (91%). The majority of respondents were also European New Zealanders (87%) although a small portion identified as Māori (4%) or other (likely multiple ethnicities). Respondents were equally split between female and male.
- More respondents in 2022 identified with the Aparima catchment (16% compared to 8% in 2021), and less with the Mataura catchment (32% compared to 43% in 2021) – although this may be simply due the high level of publicity the ACE projects have garnered recently and increased events that have led to people being linked to our database.
- Almost every respondent was aware of Southland's farmer-led catchment groups in both years (98%), while just over half were involved with a group (62% in 2021, 53% in 2022).
- Respondents' top three goals have been to increase farm business resilience (63%), improve wellbeing (62%), and increase profitability (57%) and productivity (54%).
- In 2022, the most common Good Management Principles to have been adopted in the last five years were paddock selection for wintering; fertiliser use, application and placement; and strategic grazing (82%, 79% and 72% respectively).

- Most respondents said they had an FEP or were developing one, with the proportion having increased since 2021 (from 81% to 91%). The majority of respondents who have an FEP, refer to it occasionally (66%).
- The most common things monitored on farm are fertiliser placement (74%), soil (72%), rainfall (71%) and growth rates (73%).
- Respondents were much more likely to say their own farm's water was excellent (47%), compared to Southland in general (5%). Their reasoning for the rating they gave their own farm's water was typically personal perception (28%), or because the waterways were protected (22%).
- It appears overall that stress may have increased amongst respondents in 2022. In particular, the proportion of respondents saying that they either connect with people outside of work/home none of the time, rarely, or some of the time has increased from 37% in 2021 to 50% in 2022.
- Respondents typically felt that the most important thing they had learnt in the last year was about Thriving Southland's existence, the support they provide and their impact; about how programmes function or about the sectors future in general; or something specific to farming (e.g. on seeds or health of streams).
- Most respondents sourced GMP advice from sector support (61%), Catchment Group events (59%), or other farmers (57%).
- Most people wanted information and support relating to rules and regulations, as well as expectations and timeframes (between 50-70%).
- The most common resources requested were science (56%) and practical support for on-farm change (56%), followed by speakers and experts (51%), project funding support (50%) and communication and engagement support (52%).
- People were unsure how to answer the questions regarding Iwi Connections and the collaboration of sector groups.
- However, of those who did feel they could answer:
 - » For all four iwi related questions, over 50% answered 'not at all' or 'limited degree'.
 - » 93% and 90% respectively responded 'moderate' or 'high' degree for 'working well to provide requested support to catchment groups' and 'effective in helping Catchment Groups achieve their goals'
 - » 63% responded 'moderate' or 'high' degree when asked about collaboration with Iwi.

- Respondents rated that people in the Catchment Group were good at: getting on well together, making newcomers feel welcome and listening to each other. However, they thought the group was more likely to struggle to work together towards addressing issues, coming up with possible solutions and agreeing on them.
- Respondents mostly felt proud of their sustainability efforts (30%), the high quality of their product (20%) and the fact that they are feeding the world / nation (11%). Pride in their community (9%), and in their historical connection to the land (i.e., having farmed their land for multiple generations) (8%) were also rated important.
- Most respondents would like to stay connected during things such as COVID-19, by using email (69%), or meeting in smaller groups (50%) or online (45%).
- Other comments typically complimented Thriving Southland's work, made suggestions to the organisation, or to the survey.



Background

The survey is targeted at Southland farmers, Catchment Group members and stakeholders, and was designed to collect information on their environmental practices, their knowledge and understanding of the role of Thriving Southland to support them, and how they want to be engaged with and on what topics.

It is important farmer opinion and attitude are monitored on a regular basis to ensure Thriving Southland:

- is delivering what is required in the work programme
- is engaging with Catchment Groups and the wider community at an appropriate level
- remains up to date with Catchment Group support needs and opinion
- can prepare for anticipated future Catchment Group needs.

Objectives

The survey sought to understand:

1. The demographic of respondents
2. Farmer pride
3. Uptake and use of Farm Environment Plans
4. Areas being focused on for on farm change and/or improved environmental outcomes
5. Understanding of Southland's water quality
6. GMP habits and attitudes
7. What ongoing support would be beneficial for farming businesses?
8. Farmer personal wellbeing
9. Awareness of Catchment Groups and their functionality
10. Awareness of Thriving Southland and it's functionality
11. Connection to Iwi

Methodology

The survey ran from 11 to 28 February 2022 and was emailed directly to Thriving Southland contacts via Survey Monkey.

There were 261 responses with an average completion rate of 75%.

This report presents findings from questions asked in 2022, with comparisons marked in bullets to the 2021 responses.

Any questions asked in 2021, but not in 2022, are not included in the report. If a question was changed substantially between these two years, only the 2022 data is shown.

Where potentially interesting differences have appeared, significance tests have been undertaken. If a statistically significant change has been identified (using a 95% confidence level), this has been shown with a star symbol (★).

However, whether these are of practical significance, i.e., caused by the programme, is up for debate - given that the sample sizes are reasonably small and these changes could be caused by the inherent differences between the farms surveyed in the two years.

Caution should be taken when interpreting data with small sample sizes (in particular, graphs that cut data by catchment group or role), or when questions have been changed over the two years.

This report is divided into five sections, as shown below.

1. Farm details (refer to page 13)
2. Involvement (refer to page 16)
3. Actions on farm (refer to page 17)
4. Feedback (refer to page 32)



THRIVING SOUTHLAND SURVEY

*Speak up!
Tell us what you think?*

Our annual survey gives us vital information to ensure that we are supporting Southland the best we can.

Please help us by taking this short (and very painless) survey.

The survey is open from 11-28 February so please look out for a link in an email coming to you soon.

We really appreciate your input.

Do the survey and go in the draw to WIN A \$100 GROCERY VOUCHER!

**QUICK
SURVEY**



**THRIVING
SOUTHLAND**

Thriving and in whānau. Thriving and in te hāhā.
A thriving, prosperous land. A thriving, prosperous people.

Survey flyer



**SURVEY
RESULTS**

Farm details

This section presents the general information collected on participating farms / farmers, including role on farm, years in farming, gender and ethnicity, as well as catchment group and farm type.

Role on farm

The majority of respondents in both years identified as farm owners, managers, staff, sharemilkers, contract milkers or contractors.

Q. What's your role?

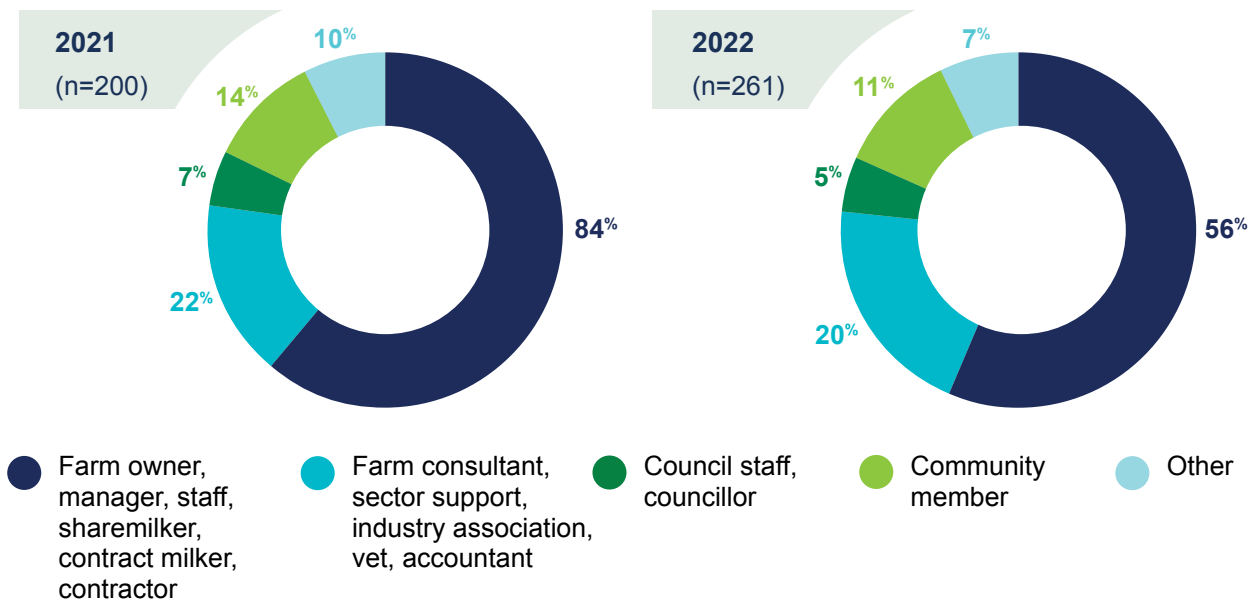


Figure 1: Role on farm²

Years in farming

90% of respondents have been in farming for 10 or more years.

Q. How many years have you been directly involved in farming?

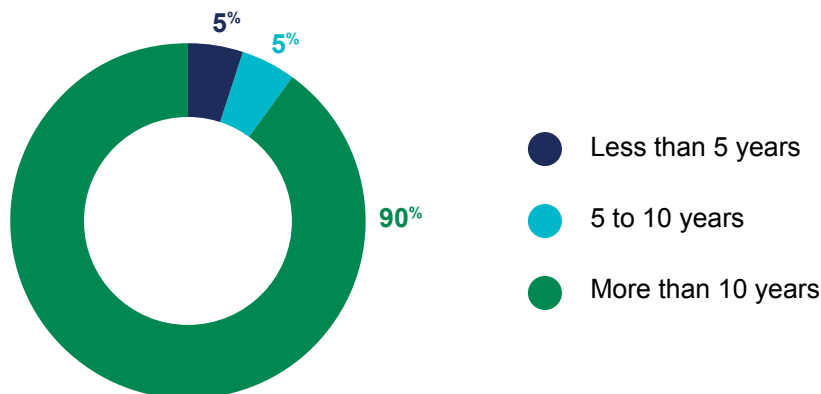


Figure 2: Years in farming (n=110)³

² Note that this was a multiple-selection question in 2021, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%. The question was also changed, with multiple roles being combined into one option.

³ Note that the ranges within this question were changed in 2022. This change is too substantial for data to be comparable.

Age

The Thriving Southland respondents reflect a wide range of ages.

Q. What is your age group?

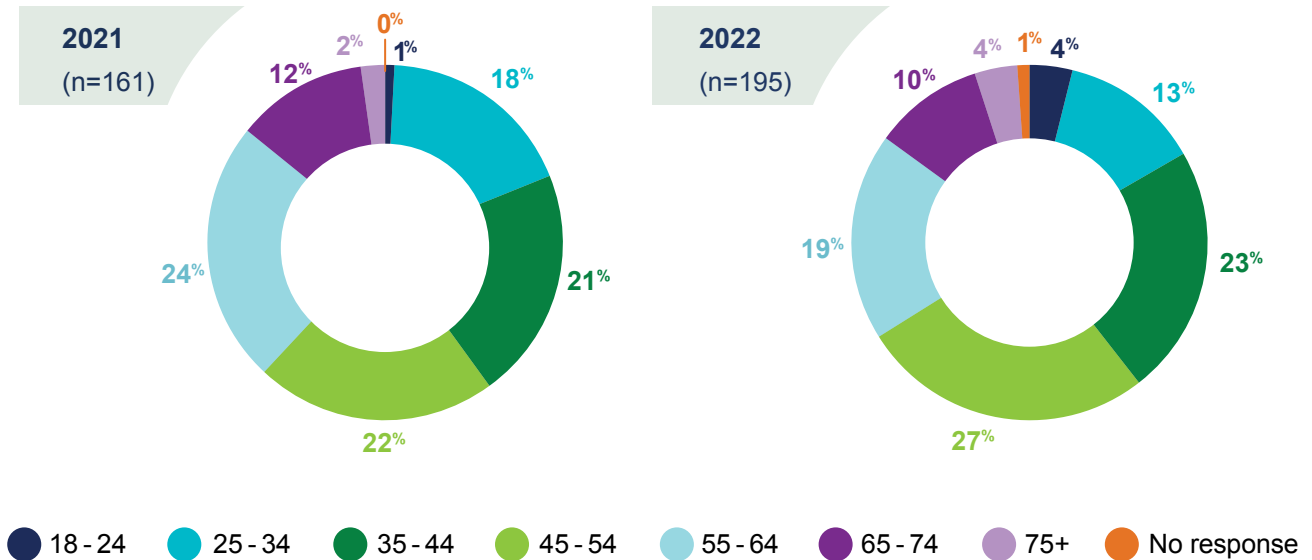


Figure 3: Age group

Gender

The respondents in 2022 were equally divided between female and male. One respondent suggested that there be a 'family/couple option'.

Q. What is your gender?

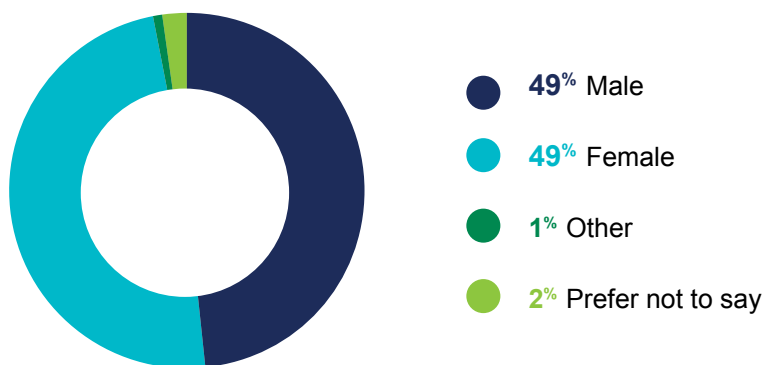


Figure 4: Gender (n=193)⁴

⁴ Note that this question was not asked in 2021.

Ethnicity

87% of respondents in 2022 identified as European New Zealanders. Two respondents pointed out that the ethnicity question only allowed one answer – this needs to be changed to multiple selection in the future.

Q. What ethnicity do you identify with?

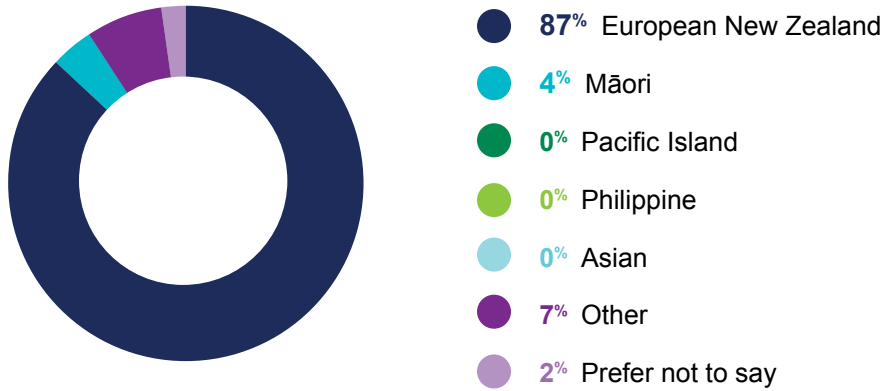


Figure 5: Ethnicity (n=194)⁵

Type of farm

In both 2021 and 2022, most farms are sheep, beef, sheep and beef, dairy, or dairy support. In 2022 nobody identified as deer or forestry. Other differences between the two years may be due to changes in how the question was asked.

A few people said 'other' - typically, they ran sheep, beef and deer farms.

Q. What farm type would you say mainly describes your farm?

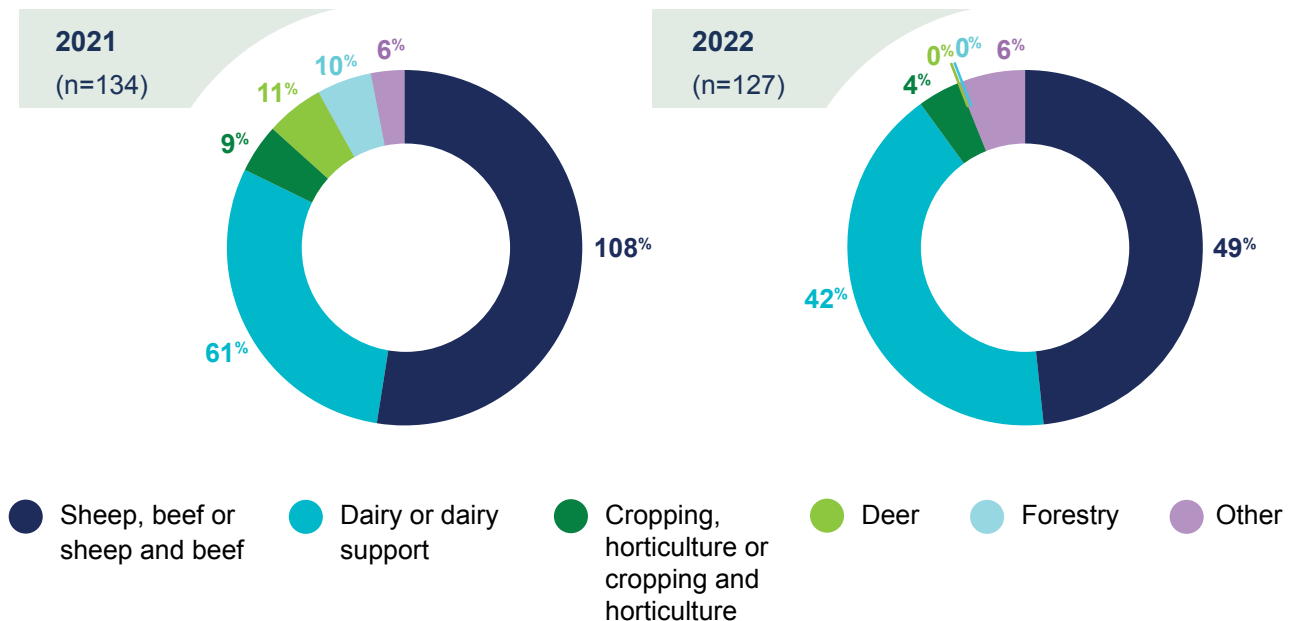


Figure 6: Farm type⁶

⁵ Note that this question was not asked in 2021.

Catchment

More respondents in 2022 identified with the Aparima catchment, and less with the Mataura catchment.

Q. Which river catchment does your farm link to?

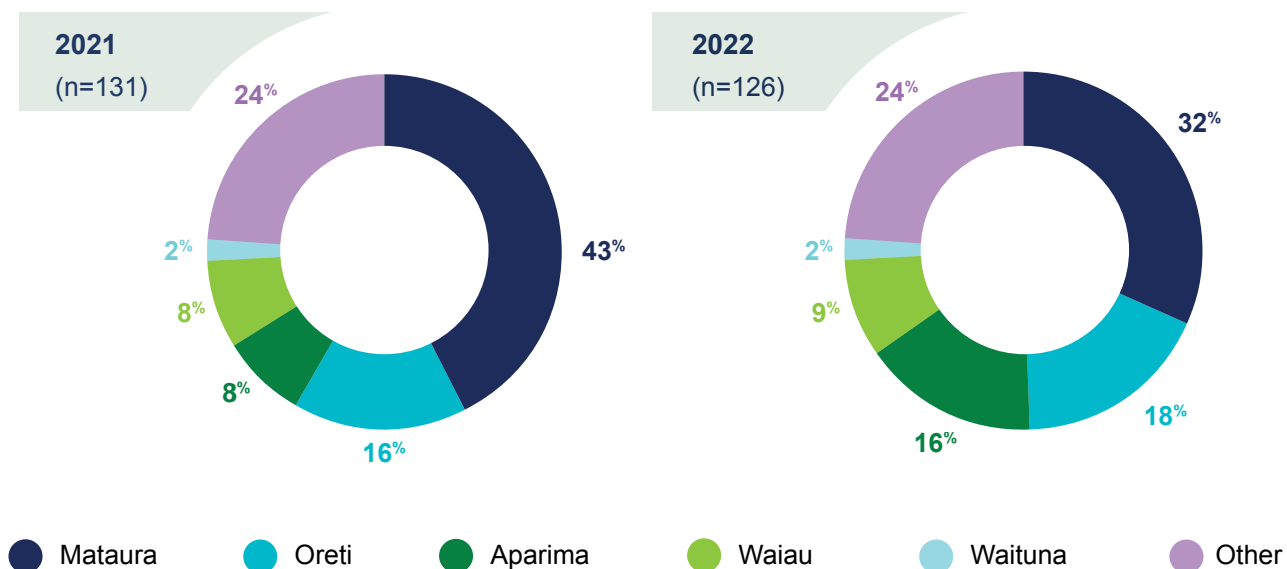


Figure 7: Catchment group

⁶ Note that this was a multiple-selection question in 2021, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%. The question was also changed, with additional options being added such as 'Sheep and beef'.



Involvement

This section looks at respondents' awareness of, and involvement in, Catchment Groups.

Awareness of Southland's farmer-led Catchment Groups

Most respondents were aware of these Groups and this has not changed over the two years.

Q. Have you heard of Southland's farmer-led Catchment Groups?

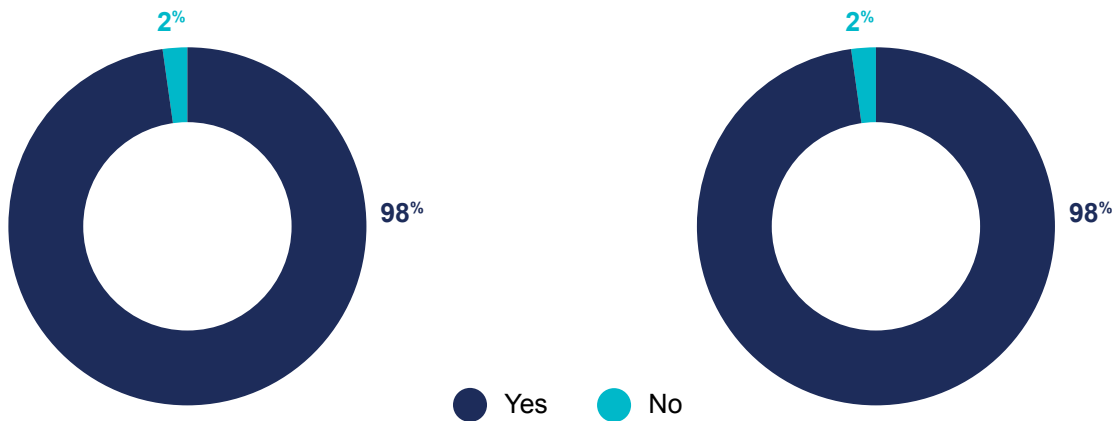


Figure 8: Awareness of catchment groups 2021 (n=168)

Figure 9: Awareness of catchment groups 2022 (n=219)

Involvement in Southland's farmer-led Catchment Groups

Most respondents were involved with one of Southland's farmer-led community Catchment Groups.

Q. Are you involved with one of Southland's farmer-led community Catchment Groups?

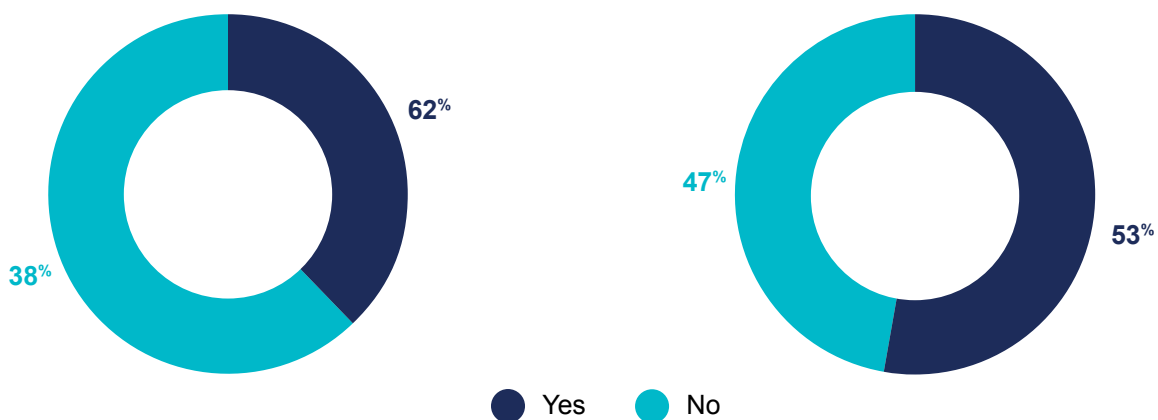


Figure 10: Involvement in Catchment Groups 2021 (n=168)

Figure 11: Involvement in Catchment Groups 2022 (n=210)

Actions on farm

This section presents information regarding actions on farm, for example Farm Environment Plans, on-farm monitoring and Good Management Practices.

Main farm goals

Respondents' main goals have been to increase farm business resilience (63%), improve wellbeing (62%), and increase profitability and productivity (57% and 54%).

Q. Here are some areas of focus other farmers have said have been their main farm goals. Which (if any) have been yours in the last 5 years?	2022
Increase farm business resilience	63%
Improve wellbeing for myself/staff/family	62%
Increase profitability	57%
Increase productivity	54%
Improve animal welfare	51%
Provide the next generation with options to farm (succession)	47%
Improve water quality	45%
Waste reduction	45%
Reduce cost	44%
Improve biodiversity	35%
Retain sediment	29%
Reduce greenhouse gases, emissions, footprint	25%
Diversification	20%
Regenerative farming	14%
Changing land use	8%
Organic farming	2%
Other (please specify)	8%

Table 1: Farm goals (n=110)⁷

⁷ Note that this was a multiple-selection question, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%.

Good Management Principles

In 2022, the most common Good Management Principles to be adopted in the last five years were fertiliser use, application and placement; paddock selection for wintering; and strategic grazing (79%, 82% and 72% respectively in 2022).

Q. In the last 5 years, have you adopted Good Management Practices (GMPs)? (Tick as many as you like)	2021 (n=109)	2022 (n=107)
Paddock selection for wintering	81%	82%
Fertiliser use, application and placement	78%	79%
Strategic grazing	78%	72%
Riparian planting and buffers	73%	68%
Critical source area protection	73%	67%
Wintering systems	68%	65%
Nutrient budgeting	50%	51%
Stocking rates or classes	45%	45%
Improved effluent management and effluent system	39%	42%
Infrastructure (please specify under 'other' below)	14%	15%
Other (please specify)	14%	16%

Table 2: Good Management Principles⁸

⁸ Note that this was a multiple-selection question, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%.



Farm Environment Plans

Existence of FEP

Most respondents said they had an FEP. The proportion with an FEP or developing one, has increased slightly since 2021 (81% to 91%). This has been found to be a statistically significant difference (using a 95% confidence level). However, whether this is of practical significance (caused by the programme) is up for debate (see explanation on page 1). The fact that the question was changed slightly between the two years also means this needs to be interpreted with caution.

Q. Does your farm have a Farm Environment Plan?

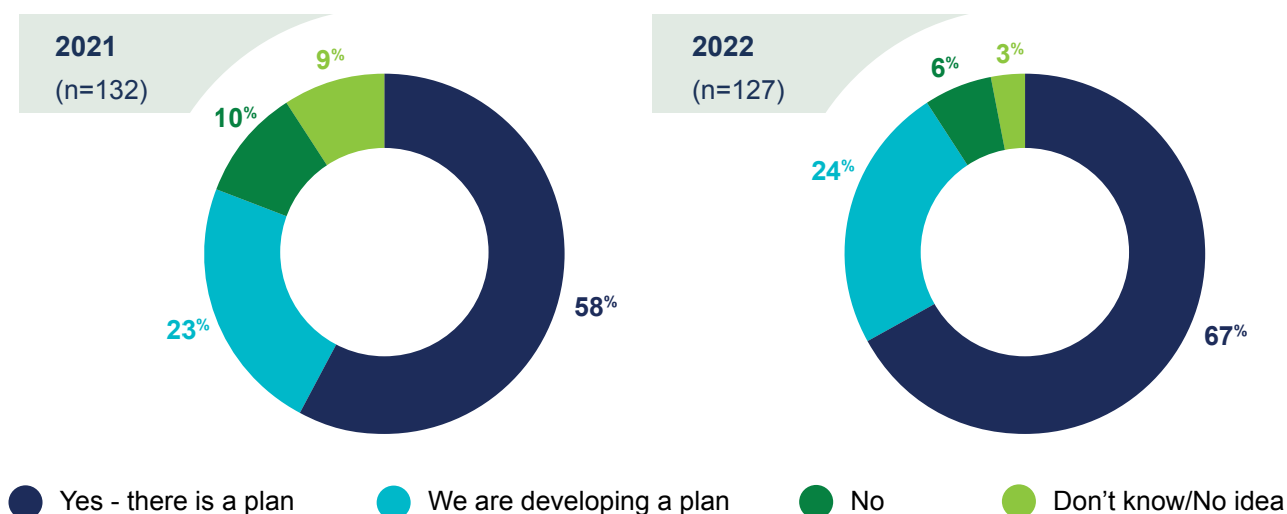


Figure 12: Farm Environment Plan⁹

When interpreting by catchment, we have to be careful in our interpretation due to sample sizes. Three respondents in Oreti 'don't know' or have 'no idea' if their farm has a farm environment plan, and there are few in Aparima who are still 'developing' their plan.

⁹ Note that the options in this question changed slightly in 2022. However, this is likely still comparable.

Q. Does your farm have a Farm Environment Plan vs. which river catchment does your farm link to?

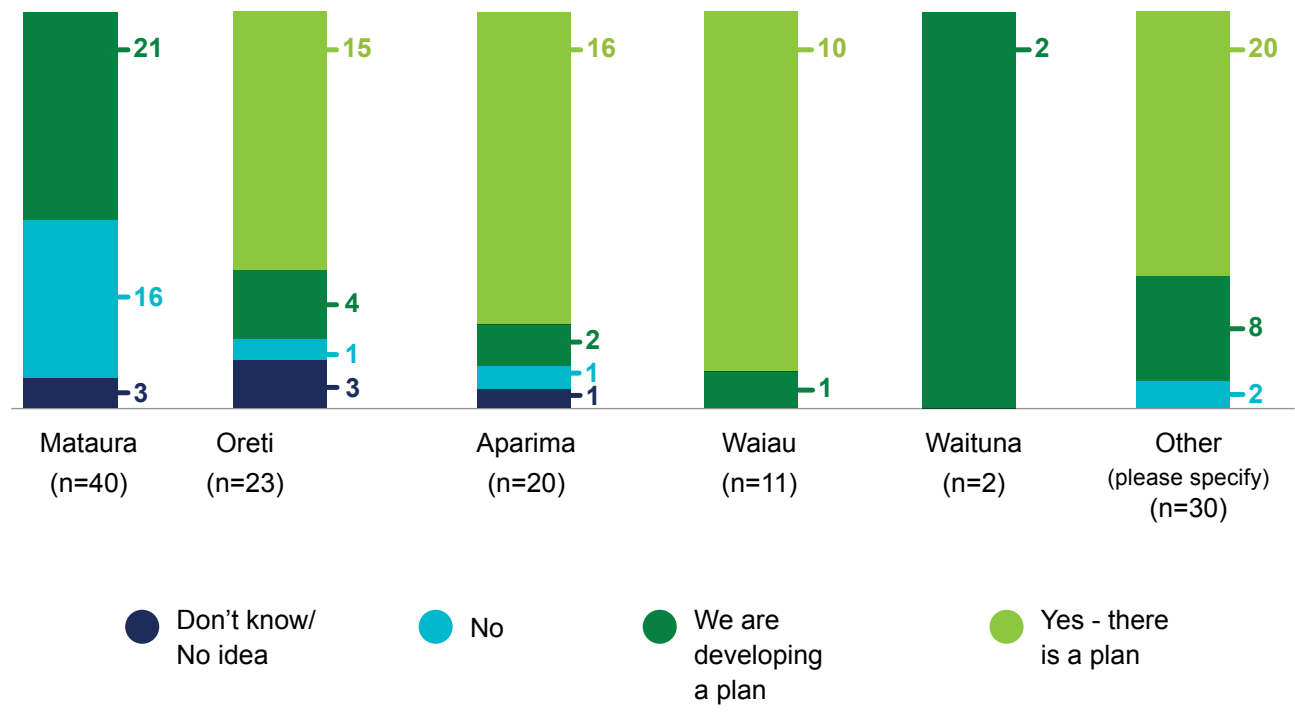


Figure 13: Farm Environment Plan by catchment group 2022

Use of FEP

The majority of respondents who have an FEP responded that they refer to it occasionally (66%).

Q. If your farm has a Farm Environment Plan, do you refer to it regularly throughout the farming year?

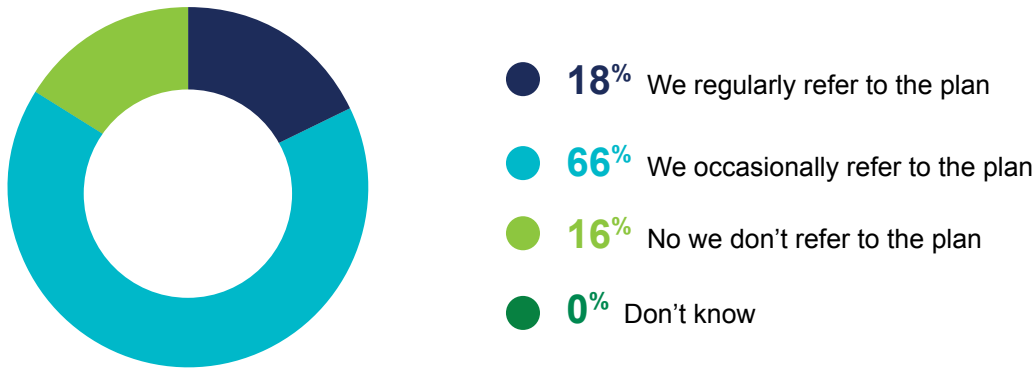


Figure 14: Farm Environment Plan usage (n=82)¹⁰

Q. If your farm has a Farm Environment Plan, do you refer to it regularly throughout the farming year vs which river catchment does your farm link to?

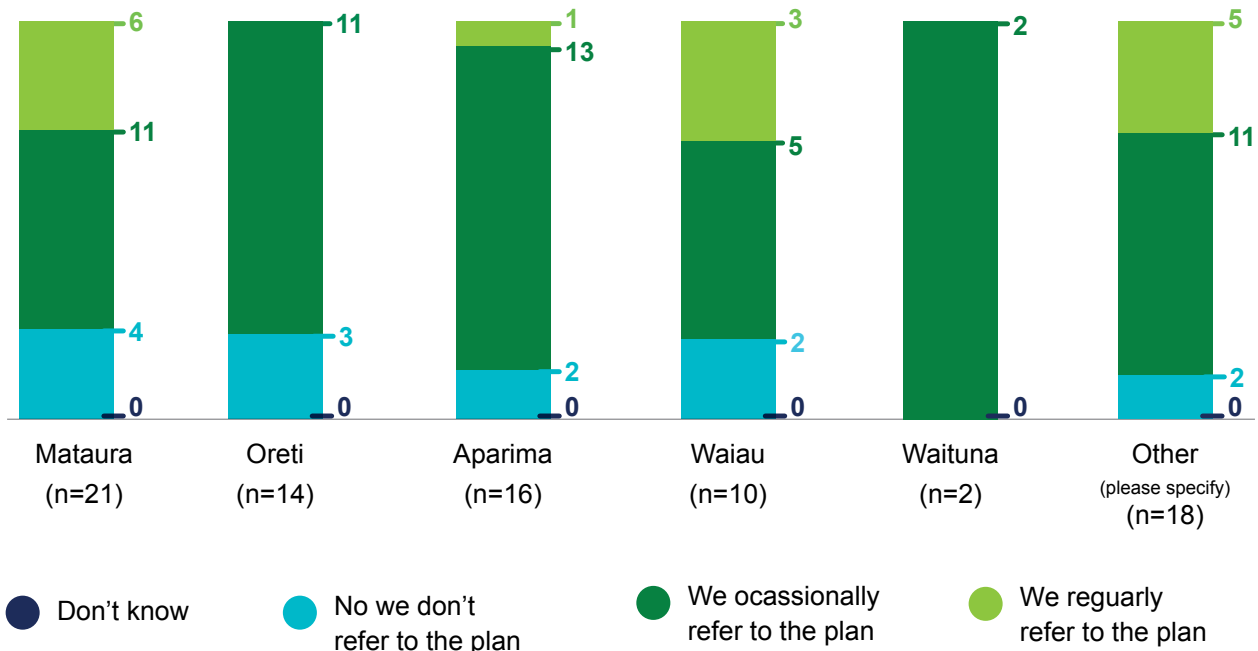


Figure 15: Farm Environment Plan usage by catchment group 2022

¹⁰ Note that in 2022, this question was changed to a scale question. This change is too substantial for data to be comparable.

Monitoring on farm

The most common things respondents monitor on farm are; fertiliser placement (74%), soil (72%), rainfall (71%) and growth rates (73%).

Q. What do you monitor on your farm?

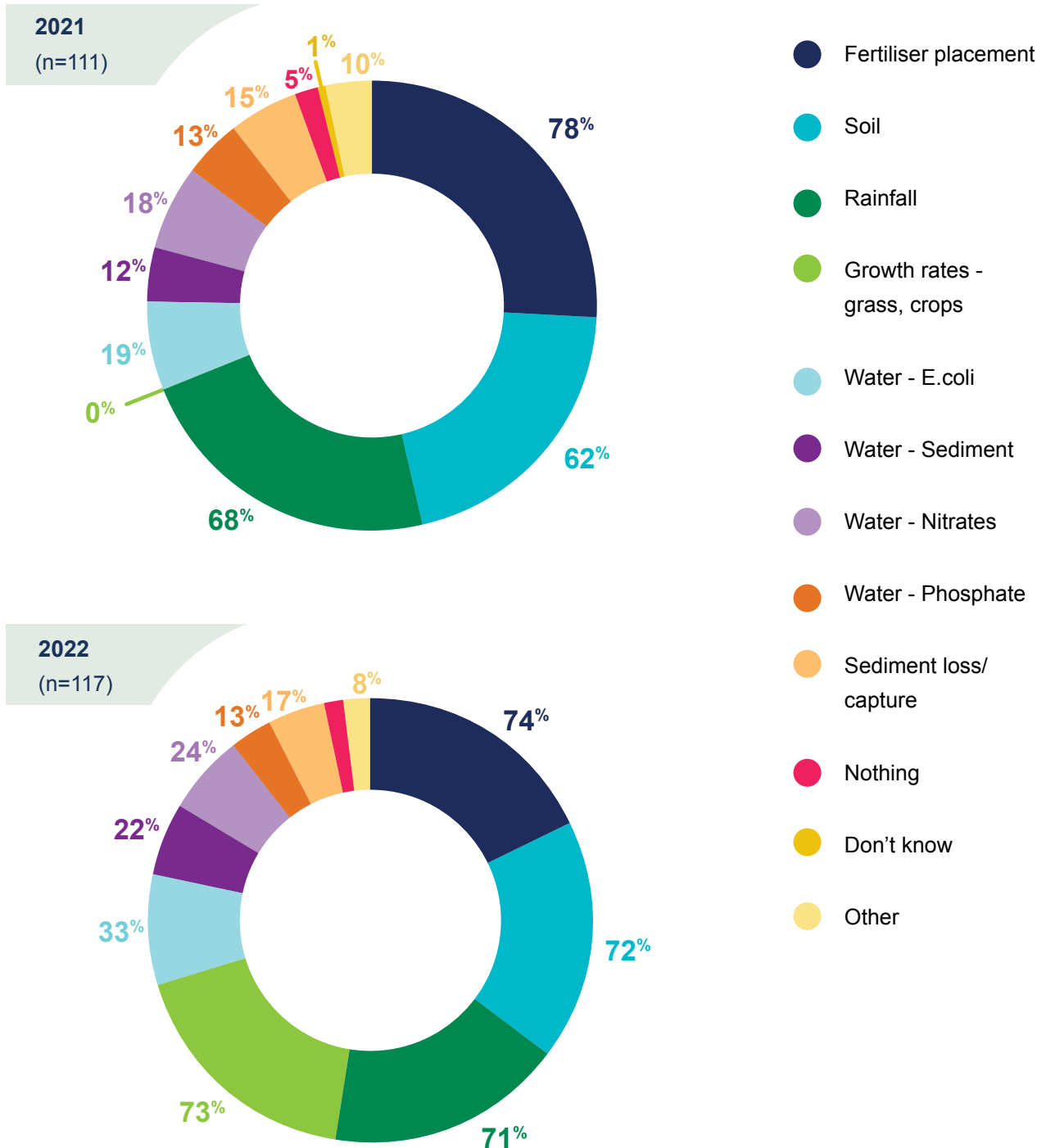


Figure 16: Monitoring on farm¹¹

¹¹ Note that this was a multiple-selection question in both years, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%. The question also changed – in 2022, the option of “Growth rates” was added.



Farm water quality and Southland water quality

Respondents were more likely to say their own farm's water was excellent, compared to Southland in general (47% compared to 5% for Southland in general). Their reasoning for the rating they gave their own farm's water was typically personal perception (28%), or because the waterways were protected (22%).

Q. How would you rate the water quality on your farm?

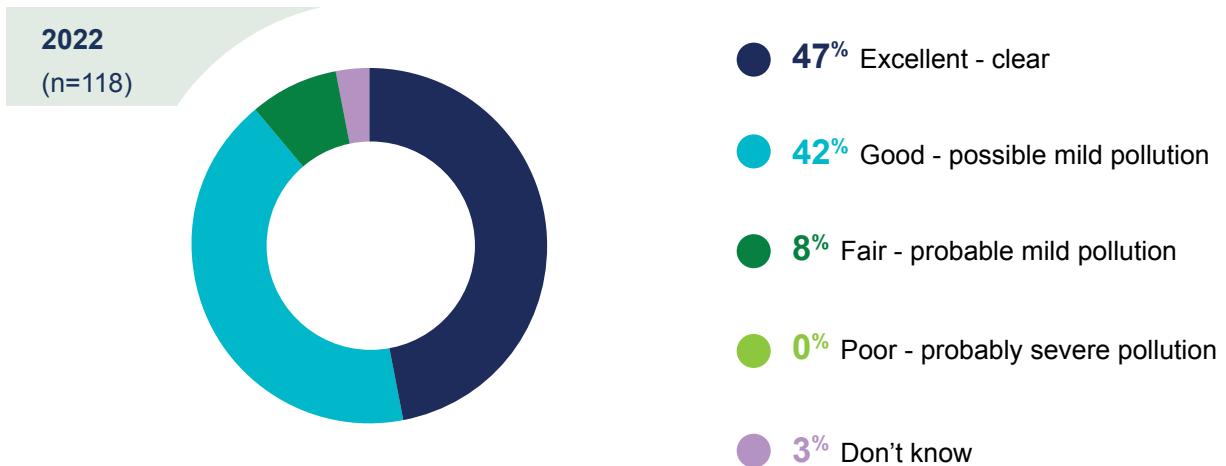


Figure 16: Water quality on farm (n=118)¹²

Q. What's your view of water quality in Southland waterways overall?

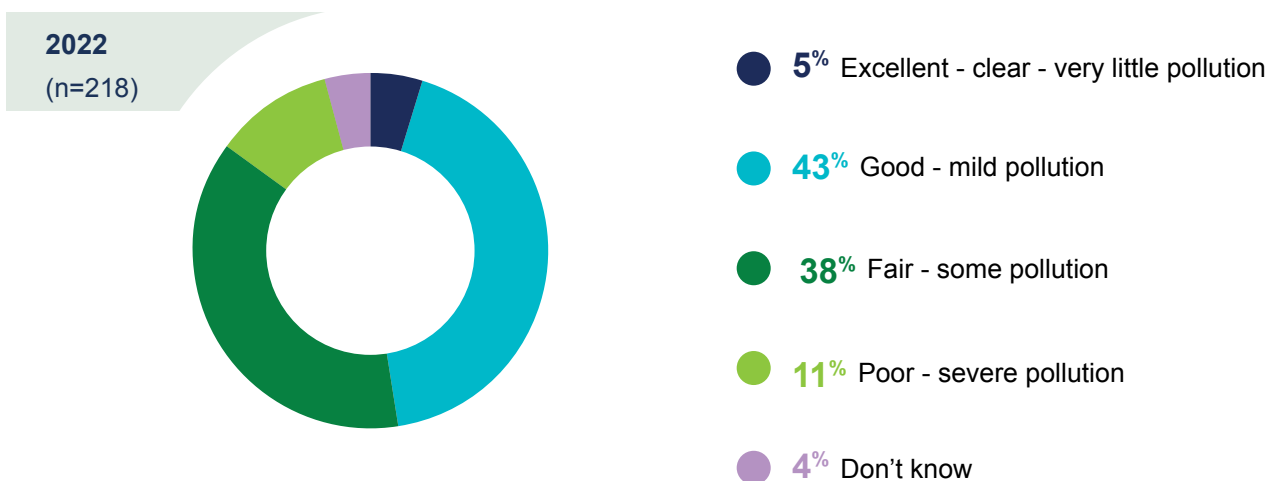


Figure 17: Southland water quality (n=218)¹³

¹² Note that the scale was changed in this question in 2022. This change is too substantial for data to be comparable.

¹³ Note that the scale was changed in this question in 2022. This change is too substantial for data to be comparable.

Q. Why did you select this water quality rating (for your farm)?



- **28%** Personal perception (how water looks, good fish life)
- **22%** Waterways protected i.e. fencing, riparian planting, sediment traps
- **19%** Based on water quality testing or monitoring
- **19%** Implementation of goof management practices
- **12%** Other (please specify)

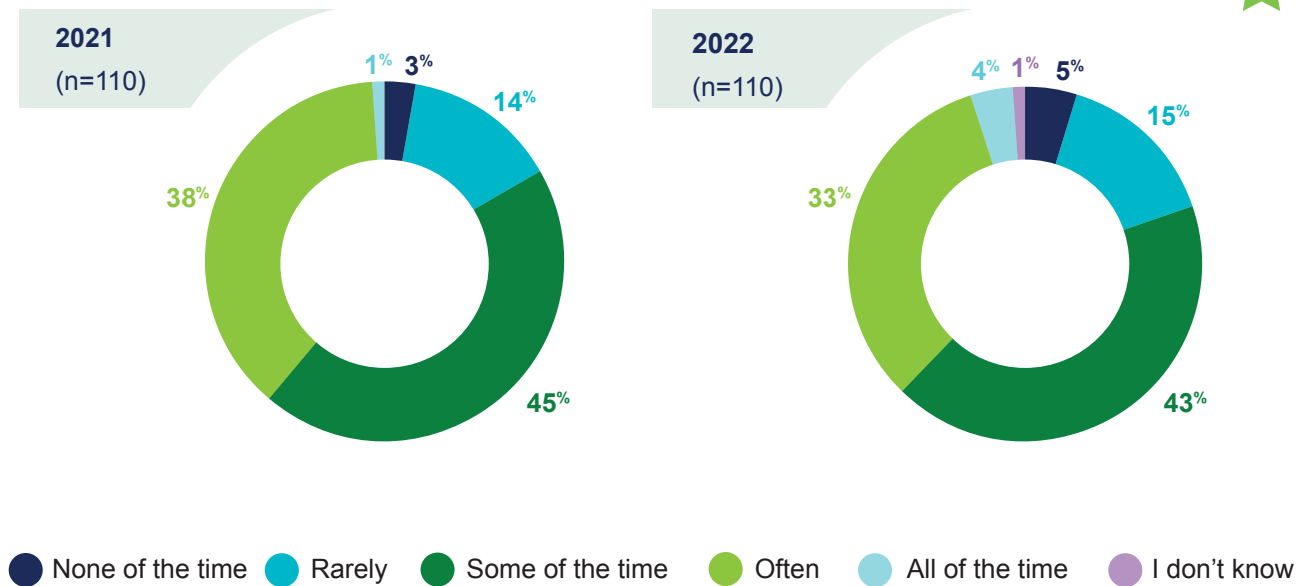
Figure 19: Reasons for selecting the water quality they did for their farm (n=116)

Wellbeing

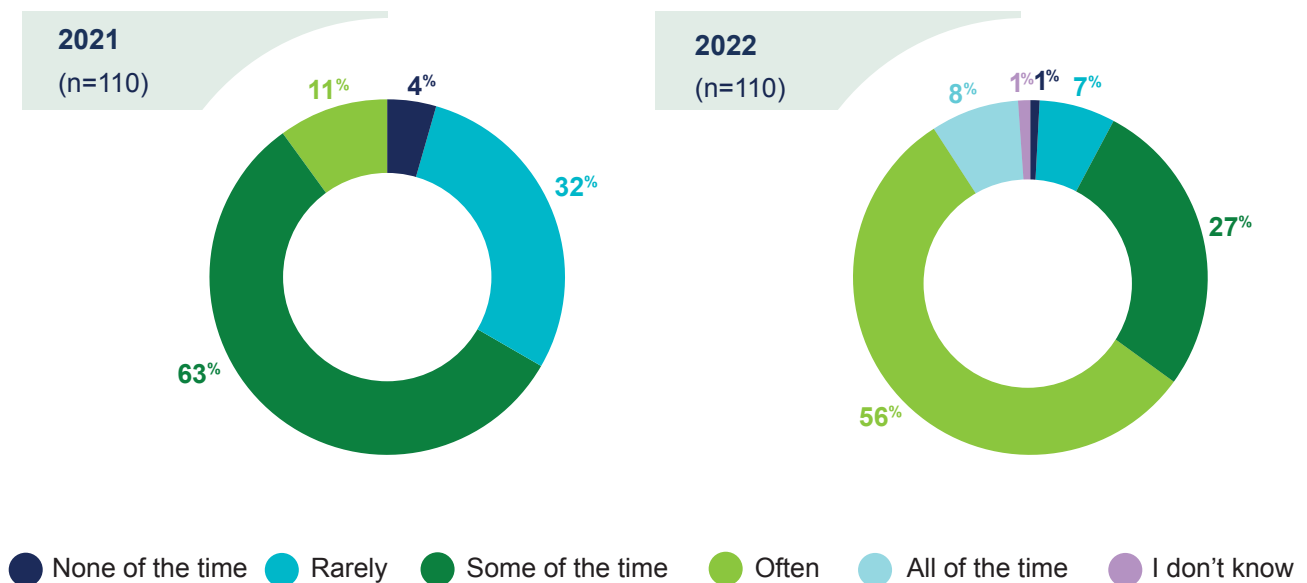
It appears overall that factors that contribute to stress increased amongst respondents in 2022. In particular, the proportion of respondents saying that they either connect with people outside of work/home none of the time, rarely, or some of the time has increased from 37% in 2021 to 49% in 2022 (we have found this difference to be statistically significant with a 95% confidence level). Whether this is of practical significance (i.e., caused by the programme), is unknown.

Q. Thinking about the last 2 weeks, how often did you...

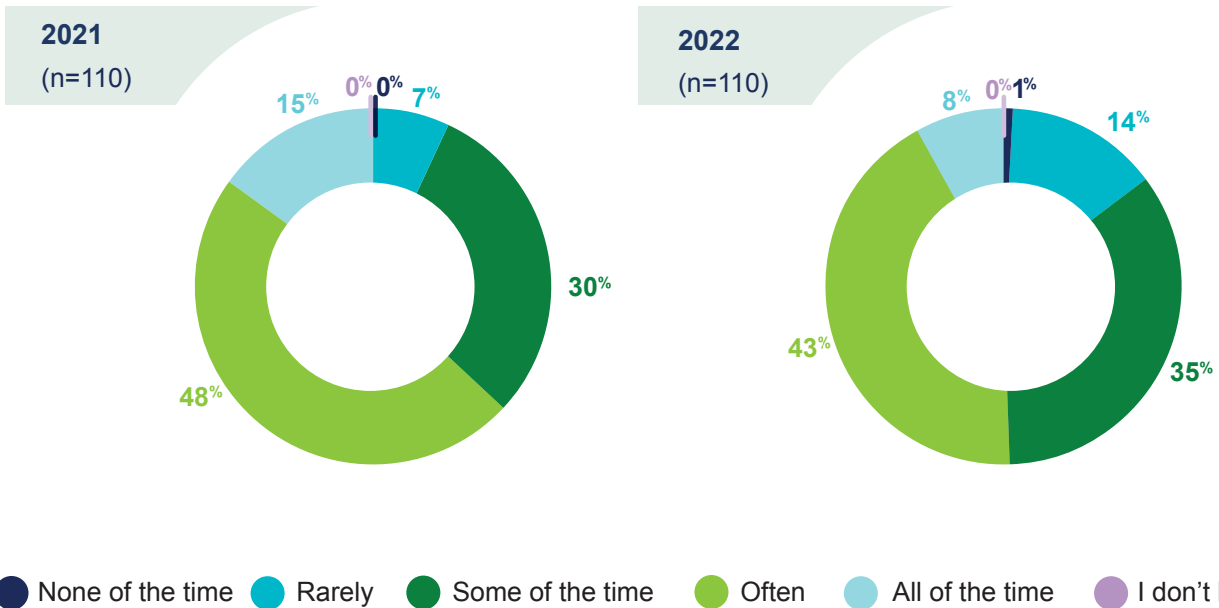
Feel relaxed



Make decisions easily



Connect with people outside of work/home



Feel optimistic about the future

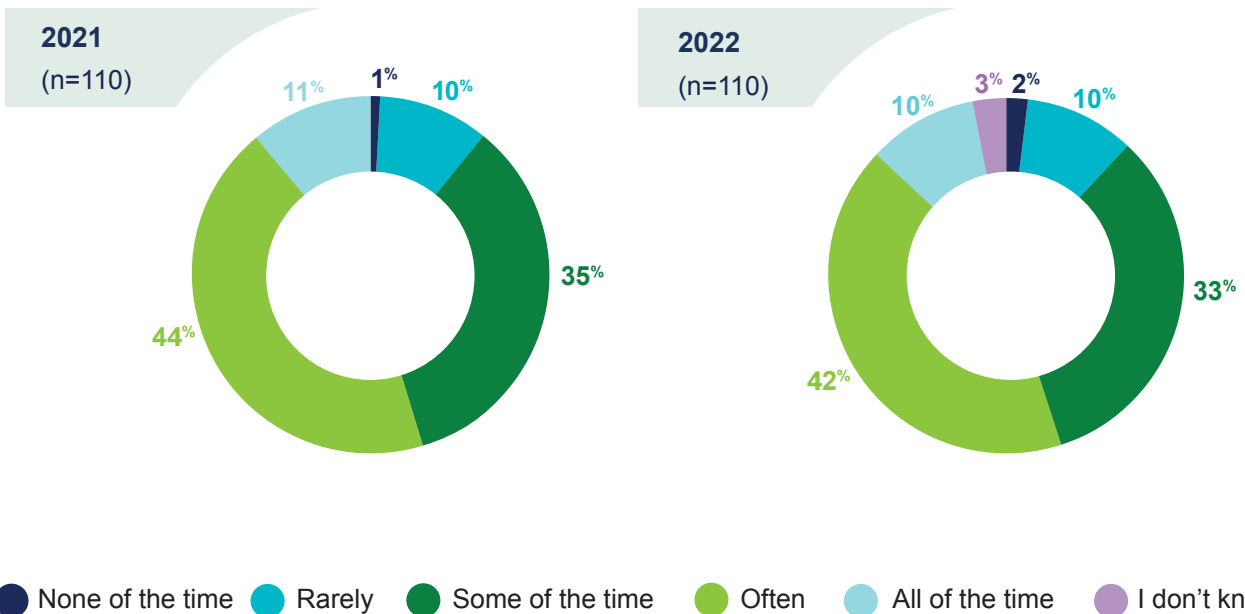
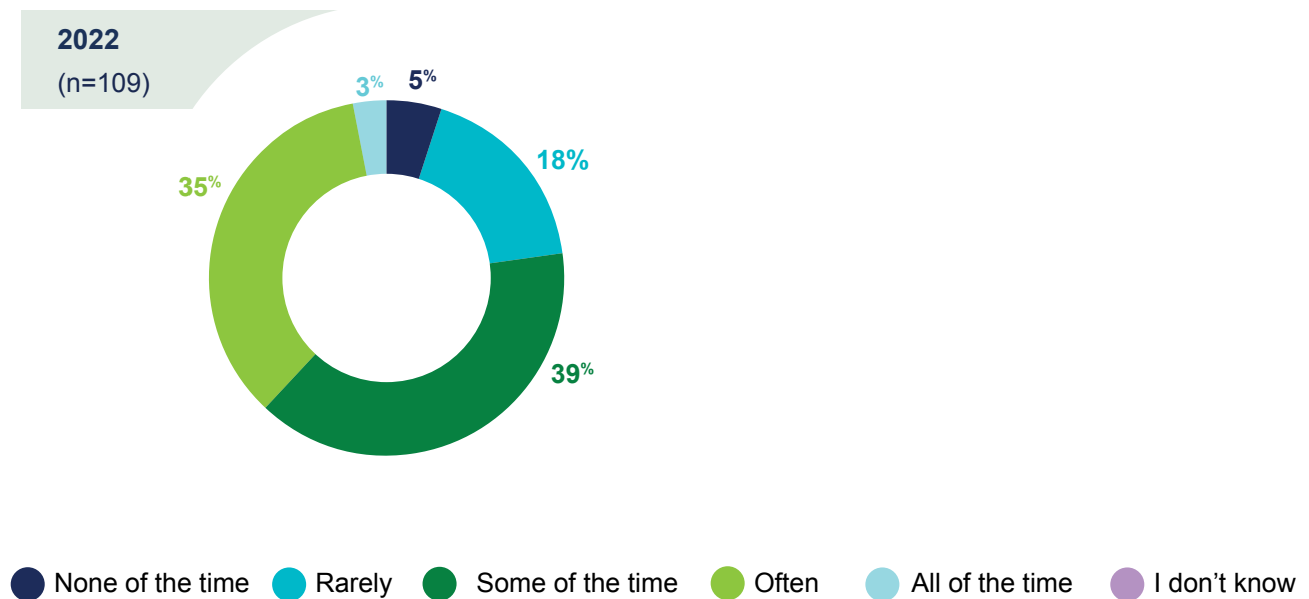


Figure 20: Comparable wellbeing questions (n=110~)

Q. Thinking about the last 2 weeks, how often did you...

Take part in social activities outside of work



Participate in exercise outside of work

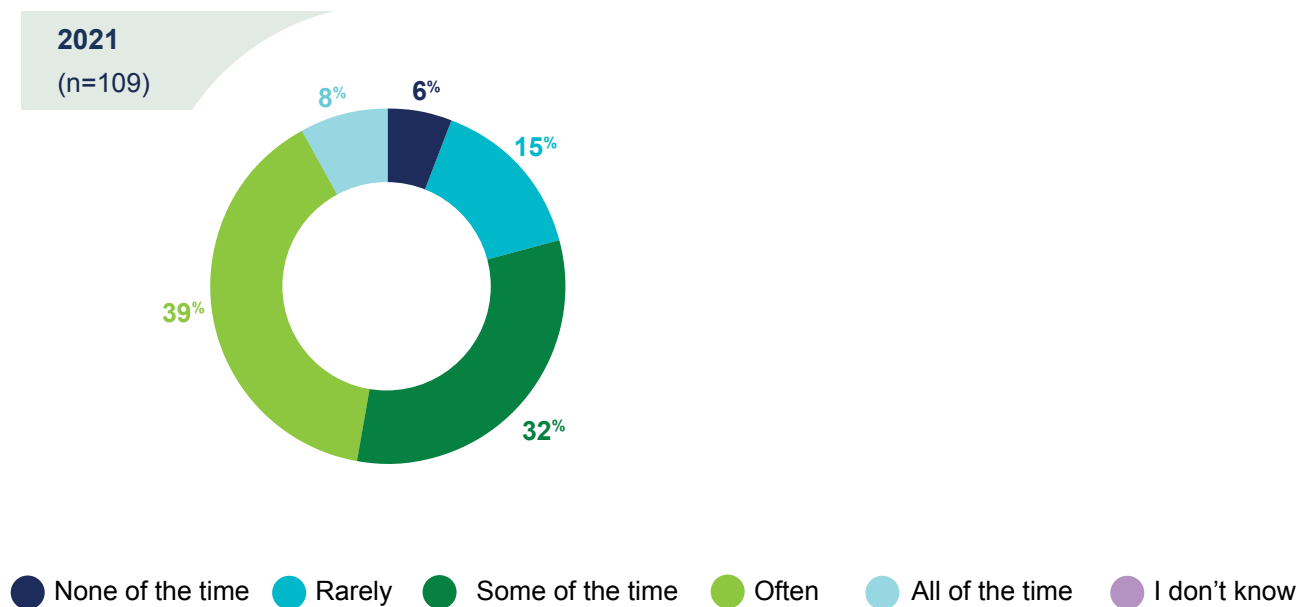


Figure 21: Non-comparable wellbeing questions (n=109~)

Most important thing you learnt in the last year

The majority of respondents had learnt that Thriving Southland exists and about what Thriving Southland supports. Often these comments came from farmers.

They are working with us and for us, together – Dairy farmer, Aparima.

Great to have an organization that can oversee the establishment of new catchment groups and collaborate/help existing ones – Sheep and dairy farmer, Aparima.

The team at thriving southland are very helpful in organizing events for catchment groups. They can access great speakers and their knowledge in creating a successful day is second to none – Dairy farmer, Aparima.

They promote mental health alongside their work – Community member, location unknown.

Others had learnt something more about programmes or the sector in general. Often these comments came from rural professionals.

Things and changes take time – Sheep farmer, Waikawa.

[We have] a bright future – Dairy farmer, Waihopai.

You just have to keep chipping along with catchment group engagement, smile in the highs and learn from the lows – Rural professional, location unknown.

We can work together to make great things happen – Rural professional, location unknown.

Funding can limit or curtail a groups original intentions – Rural professional, location unknown.

The breadth and width of the support to ensure the admin is taken care of so that the volunteers of other groups can get on with the work – Wider stakeholder, location unknown.

Some had learnt something specific to farming. Often these comments came from farmers.

How to collect and store native seeds – Sheep and beef farmer, Matura.

Leadership workshop [was] very helpful – Community member, location unknown.

The health of small streams and creeks – Dairy farmer, Aparima.

About rubbish recycling – Dairy farmer, Oreti.

Q. What is the most important thing that you have learnt from Thriving Southland in the past year?

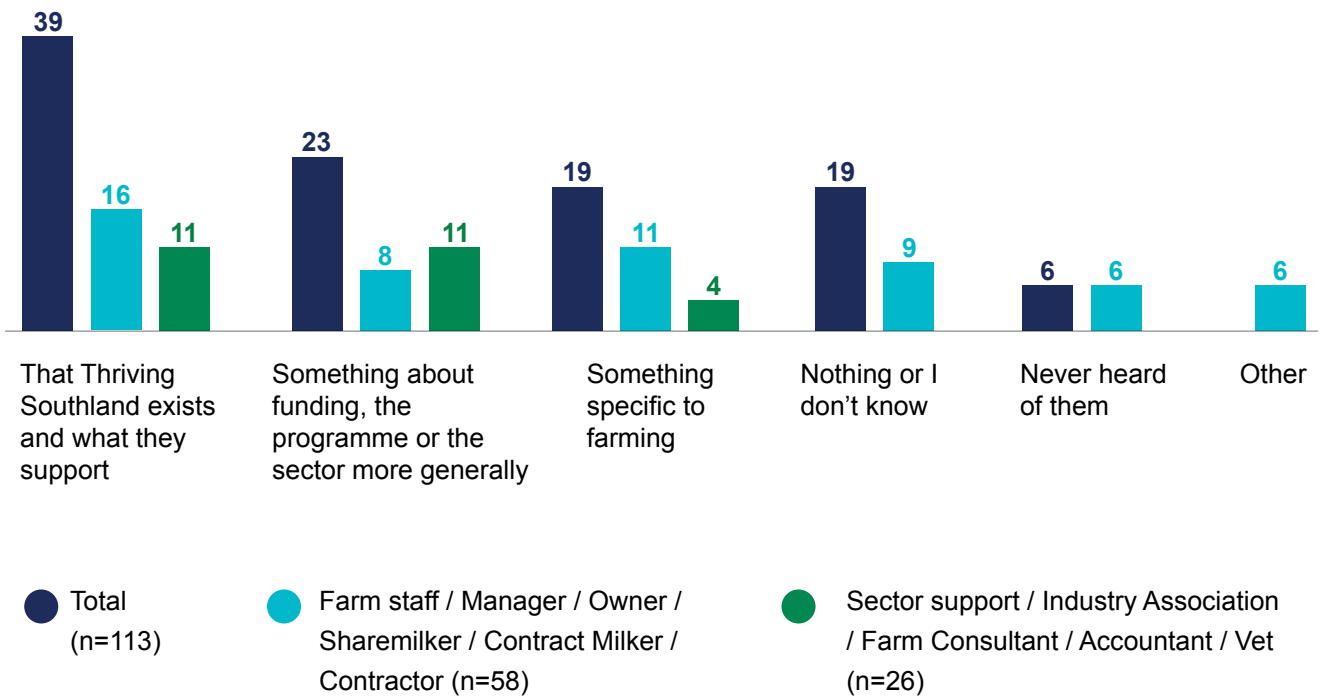


Figure 22: Important learning by role¹⁴

¹⁴ Note that this was an open answer question.

Feedback

This section presents information that may guide Thriving Southland in the upcoming year, such as information on where farmers seek advice on GMP and what information and support they seek.

Source of GMP advice

More respondents sourced this advice from sector support (61%), Catchment Group events (59%), or other farmers (57%).

Q. What are you most likely to seek advice on GMP?

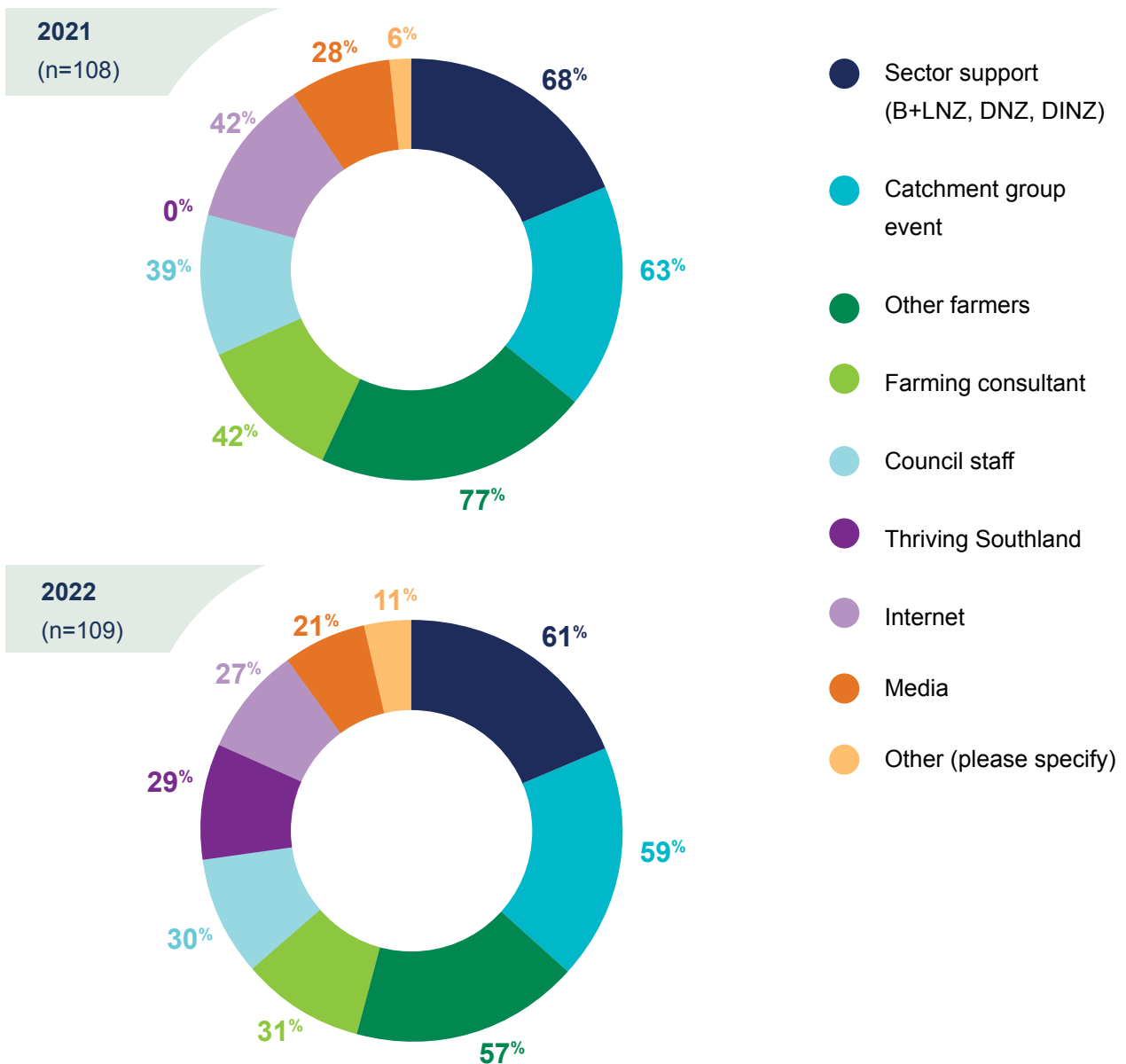


Figure 23: Source of GMP advice¹⁵

¹⁵ Note that this was a multiple-selection question in both years, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%. The question also changed – in 2022, the option of “Thriving Southland” was added.

Information and support needed

Most people wanted information and support relating to certainty around rules and regulations, their timeframes and how to apply them to their own farm. This was followed by interpretation of new relevant science (46%), and hearing about farmer driven innovation (43%).

What information and support would benefit your farming business the most over the next 18 months? (Tick as many as you like)	2022 (n=110)
Certainty around rules and regulations and their timeframes	70%
Understanding current rules and regulations and how they apply to my farm	69%
Understand expectations and timeframes of Local and Central Government rules and regulations	55%
Interpretation of new relevant science	46%
Sharing farmer driven innovation	43%
Engagement with other farmers	42%
Understanding and addressing my farm's environmental changes	37%
Applying current rules and regulations on my farm	28%
Understanding consumer expectations and market trends	26%
Succession planning	25%
Attraction and retention of staff	21%
Information on climate change and its impact	21%
Engagement with processors/cooperatives	20%
Financial advice and planning	20%
Professional farm advisory services	18%
Engagement with local sector support	17%
Improving animal welfare	14%
Other (please specify)	3%

Table 3: Information and support needed (n=110)¹⁶

¹⁶ Note that this was changed from a scale question to a multiple selection question in 2022, i.e. respondents could select more than one answer. This change is too substantial for data to be comparable.

Resources needed for catchment

The most common resources requested were science (56%) and practical support for on farm change (56%), followed by speakers and experts (51%), project funding support (50%) and communication and engagement support (52%). Interest in communication and engagement support seems to have increased the most, of all topics.

Q. What resources would support your local catchment group to thrive over the next 18 months?

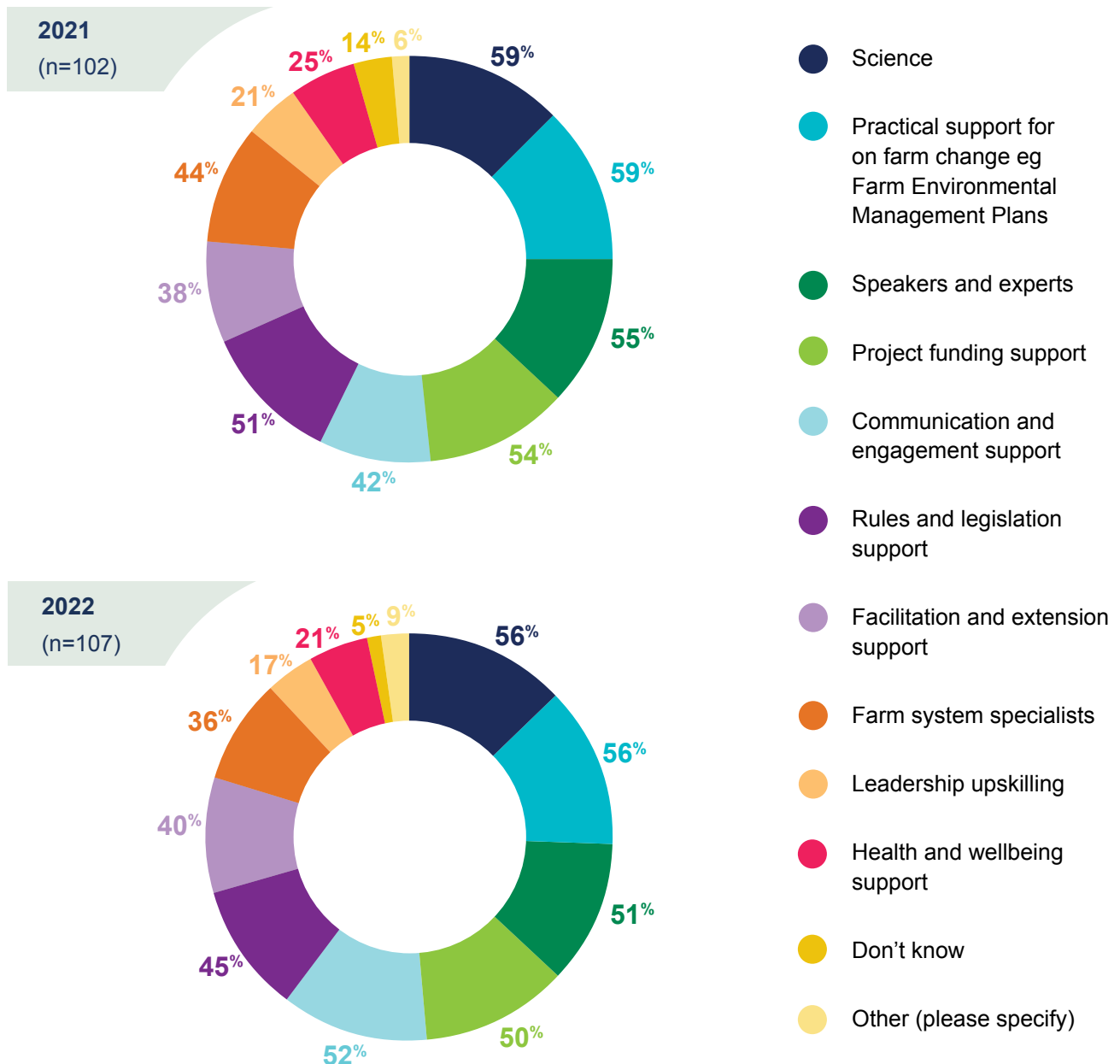


Figure 24: Source of GMP advice¹⁷

¹⁷ Note that this was a multiple-selection question in both years, i.e., the respondent could give more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%.

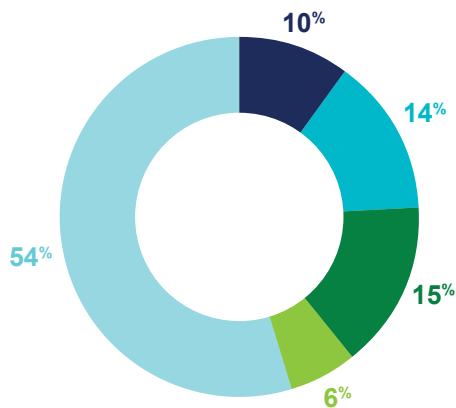
Iwi connection

Most people didn't know how to answer this question. Of those who did feel they could answer, in all four questions, more than half answered 'not at all' or 'limited degree'. 'Iwi expressing views and feeling heard' and 'Catchment Group members learning about what matters to iwi' had the poorest responses, with 32% and 37% respectively (of those who felt they could answer the question) responding 'not at all' or 'limited degree'.

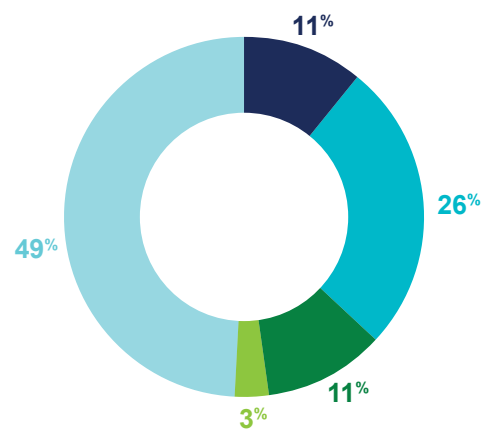
This presents an opportunity in the Strategy to increase focus on the goals of Thriving Southland to have iwi involvement and value alignment.

Q. Thinking about the linkages between your catchment group and local iwi, to what degree are:

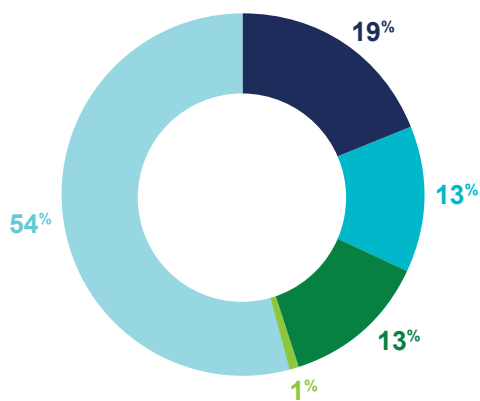
Catchment Group members working towards goals that are important to iwi?



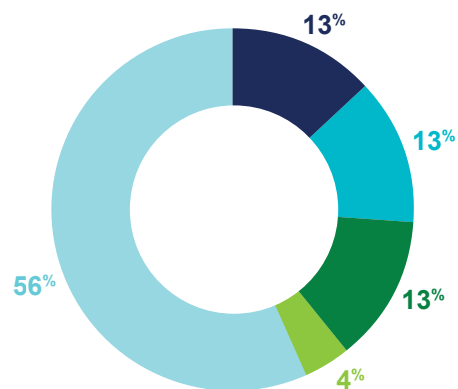
Catchment Group members learning about what matters to iwi?



Iwi expressing views and feeling that are heard at Catchment Group meetings?



Iwi starting to talk with your Catchment Group?



● Not at all ● Limited degree ● Moderate degree ● High degree ● Don't know/Unsure

Figure 25: Iwi connection (n=104~)¹⁸

¹⁸

Note that the scale of this question was changed in 2022. The changes to this question are too substantial for data to be comparable.

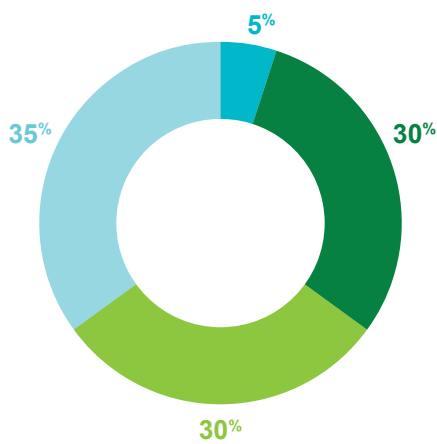


Effectiveness of Thriving Southland

Many people didn't know how to answer this question. For those who did, the response was positive, with 93% and 90% respectively responding 'moderate' or 'high' degree for 'working well to provide requested support to Catchment Groups' and 'effective in helping Catchment Groups achieve their goals, Farmers and rural professionals answered these questions relatively similarly, although there may have been a very slightly larger proportion of farmers who felt the Thriving Southland was effective in helping Catchment Groups achieve their goals to a 'limited degree'.

Q. To what degree is Thriving Southland:

Working well to provide requested support to catchment groups



Effective in helping Catchment Groups achieve their goals

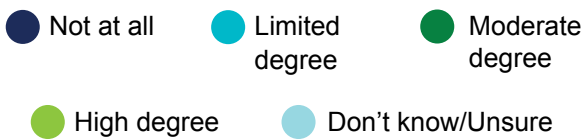
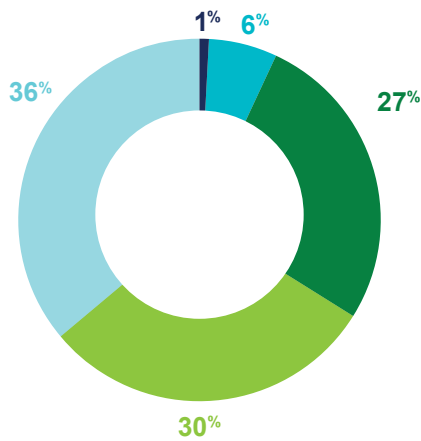
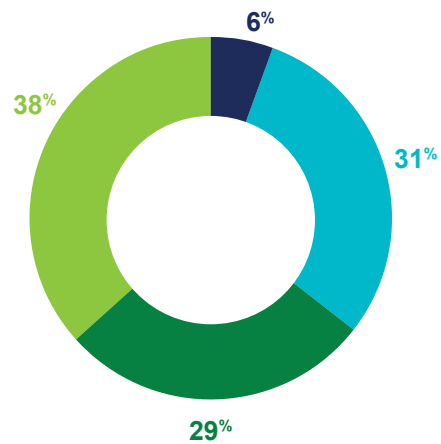


Figure 26: Thriving Southland effectiveness (n=194~)¹⁹

Q. To what degree is Thriving Southland working well to provide requested support to catchment groups vs what's your role

Farm staff / Manager / Owner / Sharemilker / Contract Milker / Contractor (n=104)



Sector support / Industry Association / Farm Consultant / Accountant / Vet (n=46)

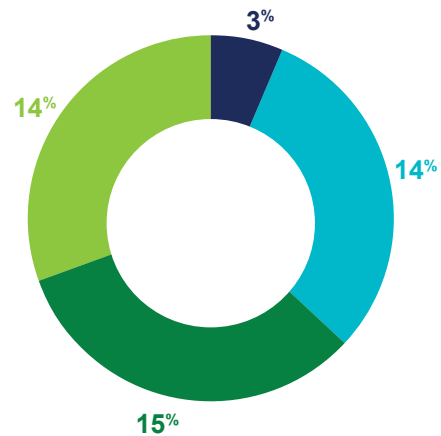
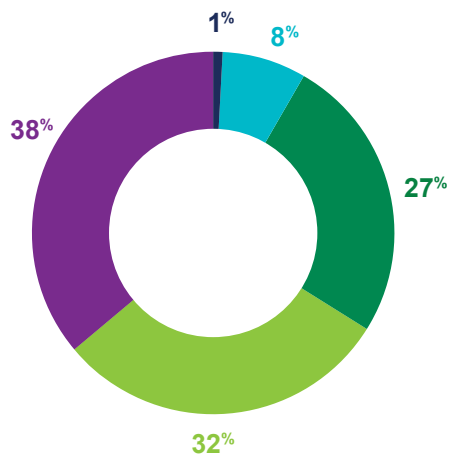


Figure 27: Thriving Southland effectiveness by role 2022

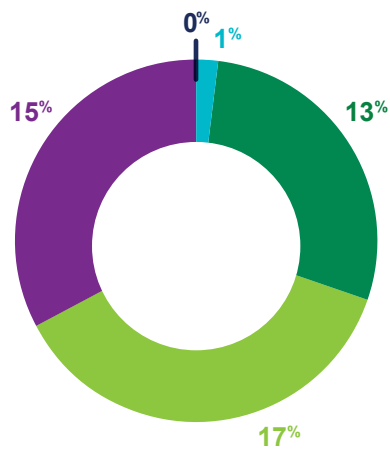
¹⁹ Note that the scale of this question was changed in 2022, including the addition of "working well to provide requested support to catchment groups" as an option. The changes to this question are too substantial for data to be comparable.

Q. To what degree is Thriving Southland effective in helping Catchment Groups achieve their goals vs. what's your role

Farm staff / Manager / Owner / Sharemilker / Contract Milker / Contractor (n=106)



Sector support / Industry Association / Farm Consultant / Accountant / Vet (n=46)



● Not at all ● Limited degree ● Moderate degree ● High degree ● Don't know/Unsure

Figure 28: Thriving Southland effectiveness by role 2022

Collaboration of sector groups / industry associations

Almost half (41%) of people didn't know how to answer this question. Of those who did feel they could answer, 63% responded 'moderate' or 'high' degree.

Q. To what degree do sector groups / industry associations collaborate well with the catchment groups?

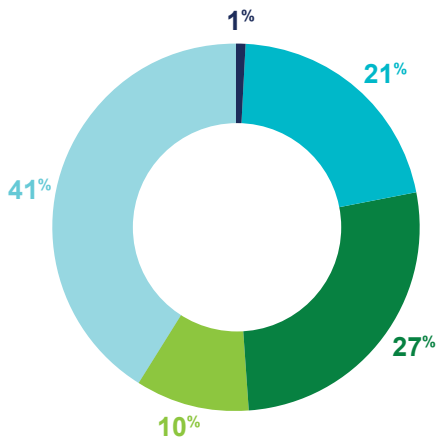
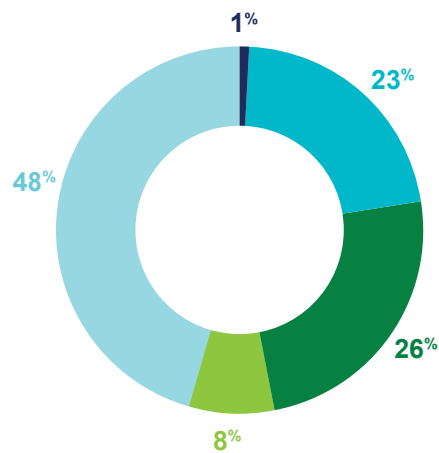


Figure 29: Collaboration of sector groups / industry associations 2022 (n=198)²⁰

Q. To what degree do sector groups / industry associations collaborate well with the catchment groups vs what's your role?

Farm staff / Manager / Owner / Sharemilker / Contract Milker / Contractor (n=106)



Sector support / Industry Association / Farm Consultant / Accountant / Vet (n=46)

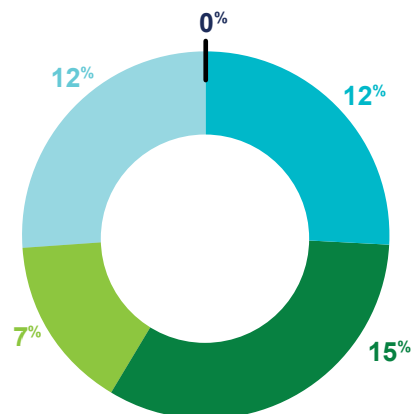


Figure 30: Collaboration of sector groups / industry associations by role 2022

Not at all
 Limited degree
 Moderate degree
 High degree
 Don't know/Unsure

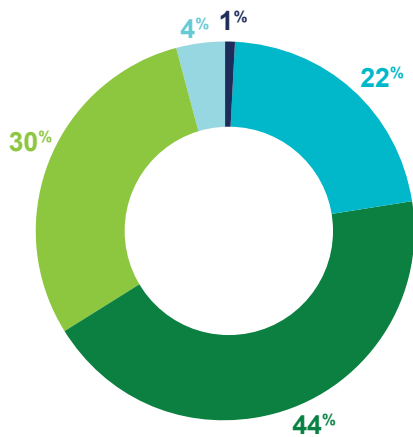
²⁰ Note that the scale of this question was changed in 2022. This change is too substantial for data to be comparable.

Catchment Group evaluation

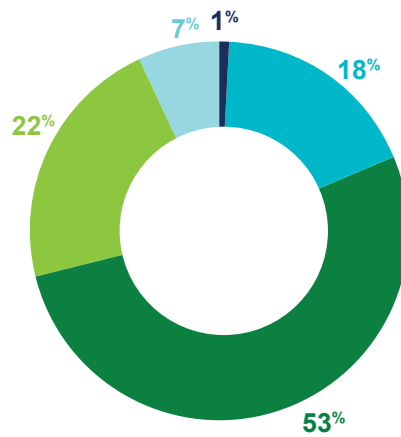
Respondents tended to think that members of the Catchment Groups were good at; getting on well together, making newcomers feel welcome and listening to each other. In contrast, they responded that the Group members were more likely to struggle to work together towards addressing issues, coming up with possible solutions and agreeing on them.

Q. To what degree can people in the catchment group work well together to:

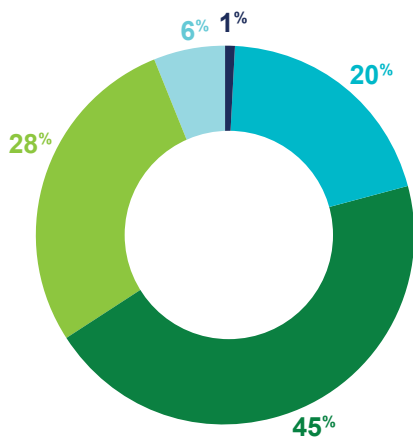
Work together towards addressing an issue?



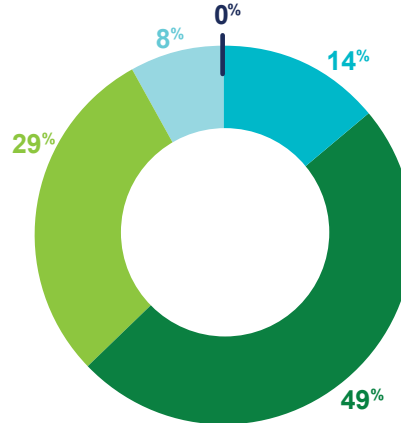
Agree on a possible solution to work towards?



Come up with possible solutions?



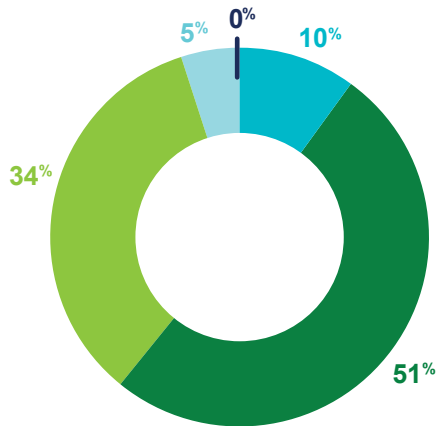
Frame up the issues of most relevance?



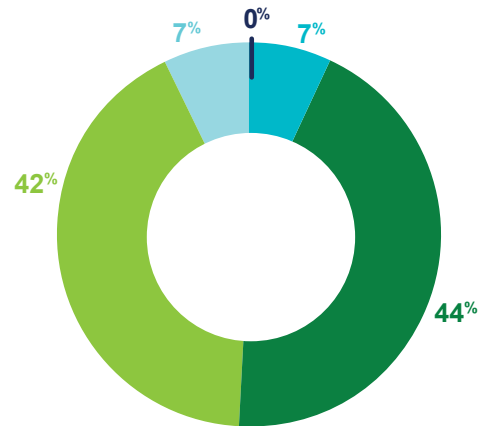
Not at all
 Limited degree
 Moderate degree
 High degree
 Don't know/Unsure

²¹ Note that this question was not asked in 2021.

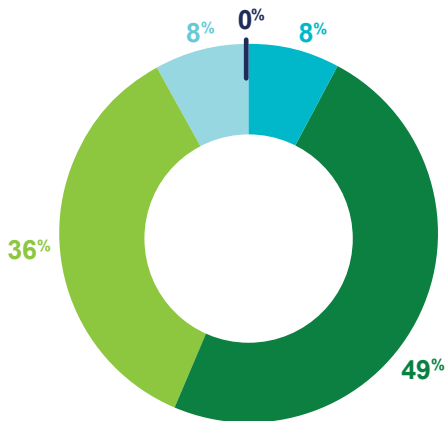
Develop an understanding of the issues?



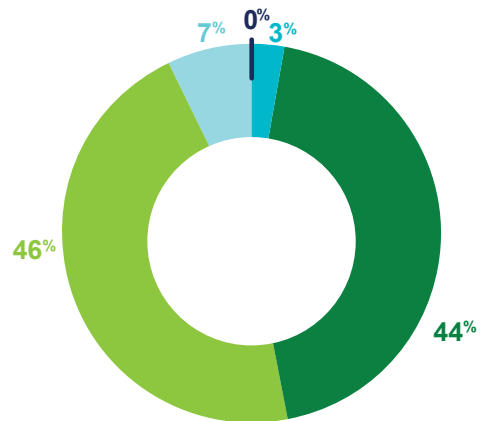
Listen to each other well?



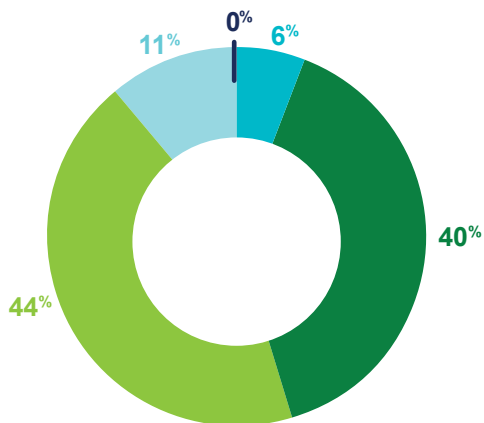
Express views and feel they are heard?



Generally get along with each other?



Make newcomers feel welcome?



- Not at all
- Limited degree
- Moderate degree
- High degree
- Don't know/Unsure

Figure 31: Catchment group evaluation (n=102~)²¹

²¹ Note that this question was not asked in 2021.

Pride

Respondents in 2022 mostly felt proud of their sustainability efforts (30%), the high quality of their product (20%) and the fact that they are feeding the world / nation (11%). Pride in their community (9%), and in their historical connection to the land (i.e., having farmed their land for multiple generations) (8%) were also important.

Q. And what makes you proud to be a farmer, involved in farming in Southland?



Figure 32: Pride in farming in Southland²²

²² Note that this was an open answer question in both years, i.e., the respondent could write in an answer. Percentages in this instance, represent responses over total responses rather than sample – this has been done in order to enable comparison to the previous year.

Covid-19

Most respondents would like to do things by email, in smaller groups or online.

Q. If it becomes difficult to hold or attend in-person events (e.g. covid), how would you like to receive information and stay connected with your Catchment Group?

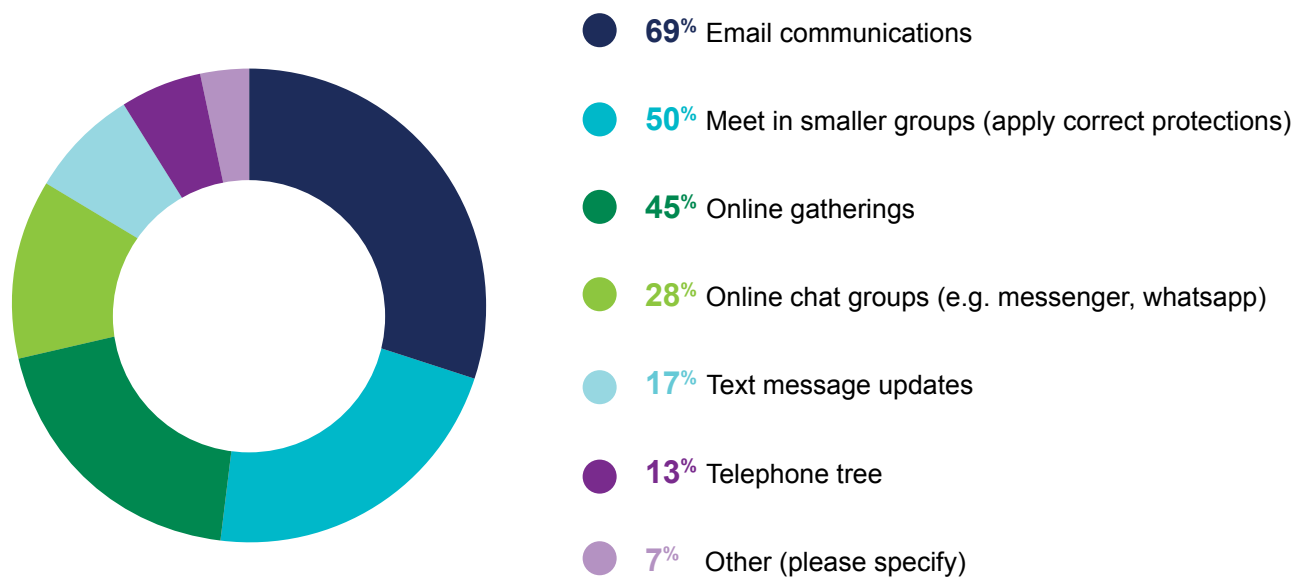


Figure 33: Ways to connect during Covid (n=103)²³

²³

Note that this question was not asked in 2021. In 2022, it was multiple selection, i.e. respondents can select more than one answer. Percentages here therefore represent responses over sample, and will add to more than 100%.

Other comments

Many respondents complimented Thriving Southland's work.

Thanks to the Thriving Southland for inspiring us to do better for the environment

Thriving Southland is a very positive influence in the farming sector and a very good blueprint for future efforts to protect Special Natural Areas as they have an excellent rapport with those on the land

The Thriving Southland catchment group coordinators are brilliant, so full of enthusiasm and drive

Good group - leading the way. Not precious with information and learnings. Allowing people to bypass the issues they discovered early meaning the real work can be done by the other groups more efficiently. Creating an amazing platform that could be a template for other regions.

Others made suggestions for the programme.

Definitely a risk of too many events as people's lives are very full already and the sector/industry also has a lot of events

I would like more engagement with staff across the region's Councils

If you want to make change to the environment and for Southland to make any gains with sustainable catchment group we need allocated Capex funds or remove the road block and support Southland farms and catchment groups to be successful with funding applications. Beef and Lamb and Dairy NZ are funded through farmer levies and providing the other ideas like staff support, succession etc.

Would love to know more about whether industry support workers are welcome at groups and how to get info about my local one

I think water is important for everyone. Encouraging River Catchment groups to work towards doing what is required on their farm waterways is one way of improving the main rivers

I'd like to see more wetlands created on the ground - they do not cost anywhere near as much as the money that seems to be spent on them for creation but absorbed in bureaucracy/consultants/consents etc!

Finally, it was suggested that the ethnicity question was made multiple selection and that the gender question had an option to answer as a family/couple (not a specific gender).

Q. Please add any further comments you would like to make

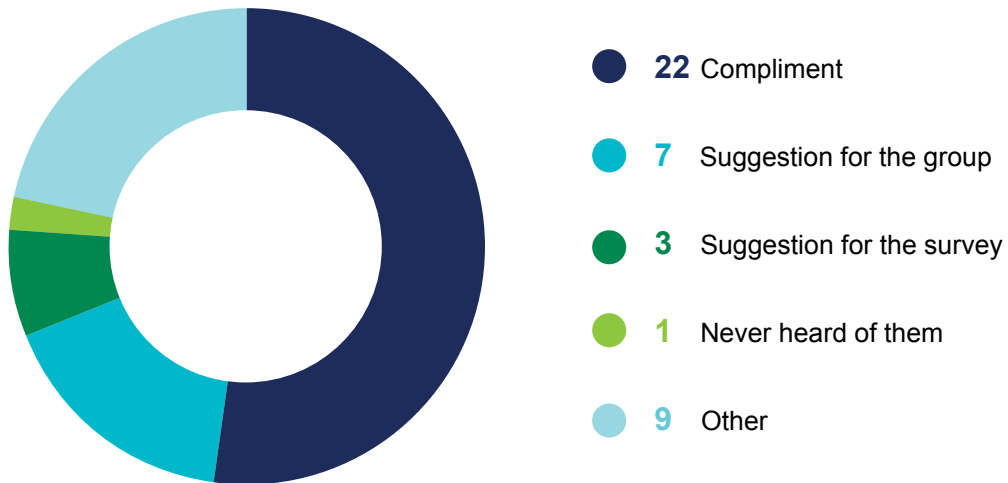
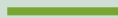


Figure 31: Further comments (n=43)²⁴

²⁴ Note that this was an open answer question.



2022 Annual Survey



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