

Review into the Future for Local Government Te Arotake i te Anamata mō Ngā Kaunihera

Get Vocal in Your Local

Project summary

Date: 22nd December 2022

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1 Introduction

Get Vocal in Your Local is a digital tool designed to hear the voices of rangatahi in the reshaping of local democracy, commissioned by the Review into the Future for Local Government.

Objective

The Review's remit was to investigate how our local systems of democracy need to change to better serve all diverse communities in Aotearoa. Government reviews do well at getting input from adults and already politically active people and organisations, but one voice is often left out — rangatahi.

A rangatahi focus was the starting point for the design and development team. Our partnership involved two key organisations:

- [Toi Āria: Design for Public Good](#), Massey University's design research unit
- [Effect](#), a Wellington digital agency

Partnership

This partnership collaborated with the Review into the Future for Local Government Secretariat, Communications and Policy teams, and Strategy Creative, the Review's design partner.

Our experience and expertise is in creating digital products that engage people and communities with social issues, and have a particular interest in public good and civic engagement, especially with and for rangatahi. We were uniquely positioned to do this work within the short time frame (Jan–April 2022) for design and delivery, due to our strong partnership successfully designing and delivering over 10 digital engagement tools together.

Approach

The team's proven design methodology was able to identify the needs of youth communities and create a fit-for-purpose solution, including designing and building robust digital tools that provide valuable data and content in an accessible form.

2 Design and Development

The following outlines the design, development, and delivery methodology to deliver the digital tool and key decisions that were made along the way.

2.1 The Brief

Scope and Purpose

The Review's scope was to hear about people's hopes for the future of their communities, their ideas about how decisions should be made, and how they can participate more easily in local democracy. There is need for wider public participation to ensure the Review's legitimacy, in particular, any system rethink needs to be fit for purpose for audience groups (i.e. youth) with lower levels of participation and representation under the existing system of local governance.

Digital was considered the best option for engaging these audience groups at an appropriate scale and extending the Review's reach. Additionally, digital forms of engagement are prudent in an uncertain COVID-19 landscape.

The purpose of the digital engagement tool was to increase the diversity of perspectives the Review was hearing. As local governance and democracy affects everyone, it was important that everyone could have a say, not just those already engaged with, or the beneficiaries of, the current system. The aim of the digital tool was to: help users imagine a system of local governance they could feel hopeful about; enable them to participate more easily in local democracy; and increase their understanding of how local services are delivered.

Digital Tool Criteria

The Partnership took the brief and refined it down to creation of a digital tool with the following criteria. As a team we agreed that the tool needed to:

- Allow users to imagine a system of local governance they feel hopeful about (that is, able to participate in, a sense of connection to);
- Generate easy-to-analyse data that will help the Review;
- Make recommendations with the communities they are designed to serve in mind;
- Address barriers to participation, including: lack of awareness or understanding of local government; lack of trust in governmental engagement ('my voice isn't heard') and the threshold for engagement being set too high ('it's too hard');
- Be social and shareable, for example via social media.

Audience

The audience was defined as those who may have lower rates of participation and representation in local government including young people (rangatahi aged 18 to 24) including: Māori, Pasifika; and high school-aged rangatahi as a target audience.

It was agreed that this primary audience was disengaged or lacked understanding of the role of local government and that all language used in the tool should be aimed at a gaining a youth understanding and be simplified, but not ‘dumbed’ down.

Audience outcomes

The digital engagement tool would be successful if users had a better understanding of local government and its relevance to their daily lives and felt that their voice was heard and their contribution valued. Additionally, users would be rewarded for their participation in some immediate way and see how their contribution fits within a bigger picture, for example, seeing how others think and where views are divergent.

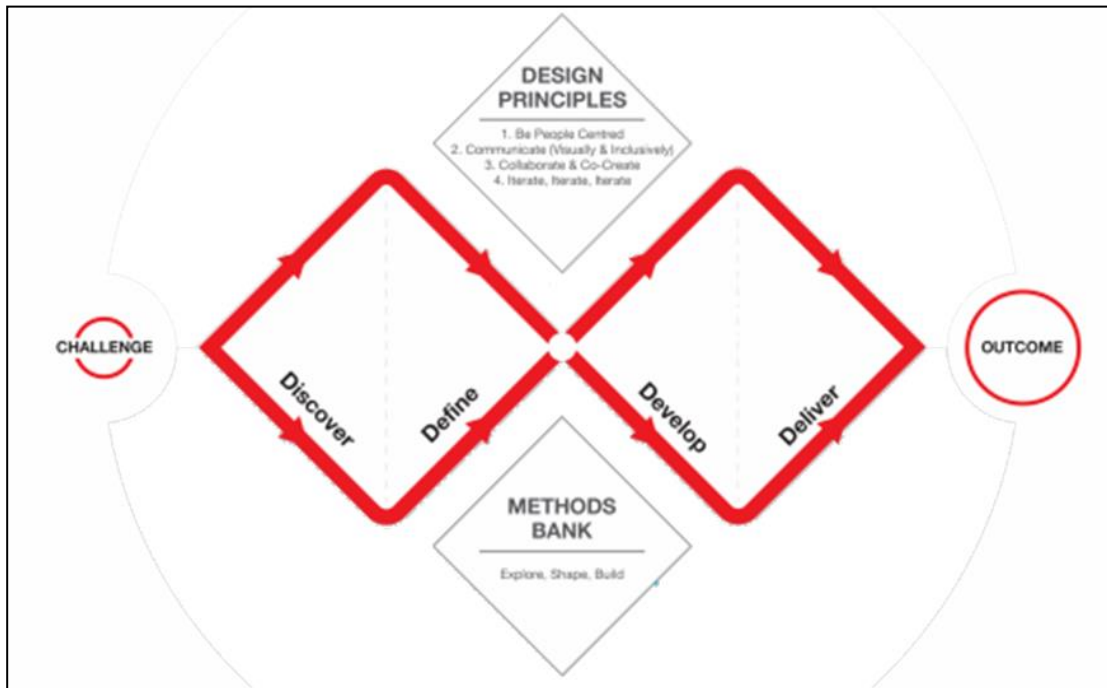
Desired solution

The final tool would be a fit for purpose digital tool with a focus on quantitative and structured questions, crafted into an engaging ‘story’ (user journey). It would provide meaningful data our team could extract and analyse to shape the Review’s recommendations.

2.2 Methodology

2.2.1 Our approach

The well-known double diamond framework popularised by the [British Design Council](#) was used as the structural framework for the project’s four stages of discover, define, develop, deliver.



This human-centred design methodology maps the divergent and convergent stages of the design process and is flexible and customisable.

For this project the following stages were initially planned:

DISCOVER	DEFINE	DEVELOP	DELIVER
Jan/Feb	Jan/Feb	Feb	Feb/March
User interviews <ul style="list-style-type: none"> Workshops Review all existing tools and designs Explore content and local government scope 	High level - <i>On the fence</i> type tool already agreed. So: <ul style="list-style-type: none"> What is the educational content? What are the questions? Could some questions be a comfort map? E.g. how comfortable are you with central government setting environmental standards for the whole country? What is the reward / shareable output? 	Ideation and Insights Detailed wireframes and user interaction design User testing of wireframes User testing of content Data storage design – considering how data should be collected and captured to provide meaningful feedback to the project team.	Software development Detailed Q&A content Browser and device testing Performance testing
Outputs	Outputs	Outputs	Outputs
Project kick-off workshops User interview findings	High level 3 questions answered above Rough mock-ups	Detailed wireframes for the tool Detailed visual designs to be applied to the tool	A released and working product

2.3 Design and Development

2.3.1 Rapid Prototyping

The open nature of the brief gave the Partnership a wonderful opportunity to engage rangatahi as co-designers. The very short timeframe called for a fast and iterative creative process where the thoughts and ideas of the interactive tool's youthful target audience could be captured and used directly.

Over the space of one week, four diverse groups of rangatahi aged 18–24 were recruited through schools and social groups and engaged in a series of consecutive 'rapid prototyping' workshops. The groups included secondary school students, a kapa haka rōpū, and rangatahi working with a local council.

To get the ball rolling, a core working group produced an initial wireframe prototype and this was given to the first group of rangatahi for feedback. These wireframes included a visual storyboard where different visual styles, interactive approaches, questions, and info-bites could be experienced by the audience in an 'as real as possible' way.

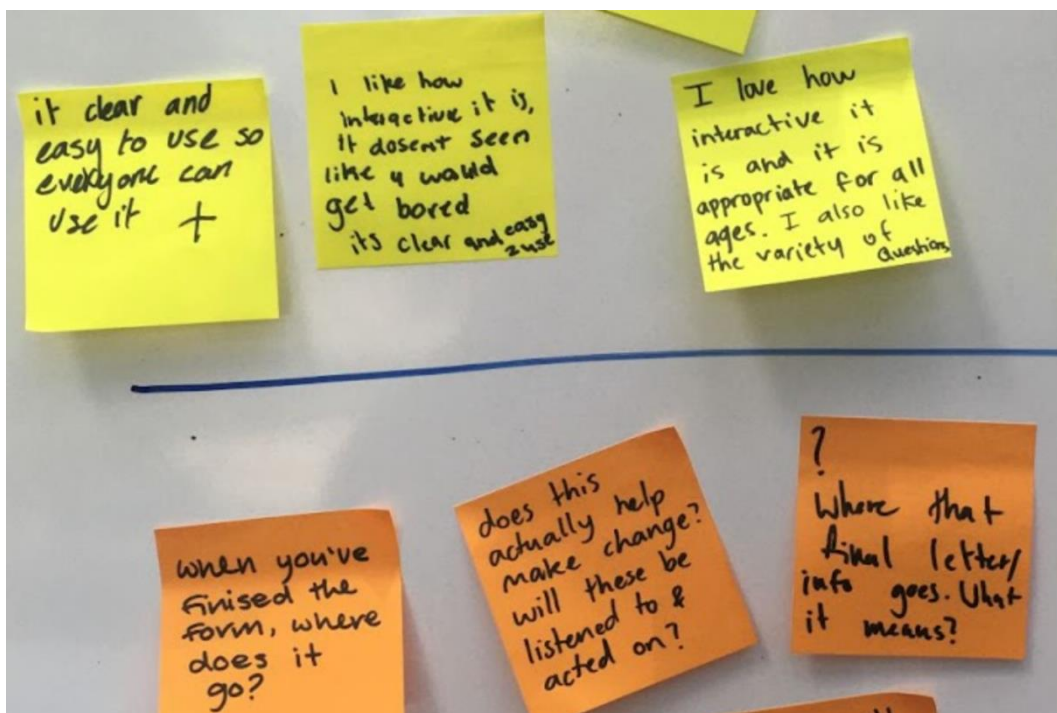


Wellington High Students in the first of four rapid prototyping workshops

The beauty of a rapid prototyping approach is that the feedback and ideas from each group can be immediately acted upon by the creative team, resulting in a modified wireframe that can be tested and extended by the next group in a short space of time.

This process enabled a wide range of ideas and approaches to be explored across a week of co-design. A number of elements of the formative interactive tool took firm shape:

- Rangatahi were very open about their lack of knowledge of local government, but they were concerned about decisions being made in their local areas; this provided clear direction in terms of the importance of encouraging each person to identify and consider their own local area as they worked through the tool, and providing them the right framing and information to understand and answer questions on their own terms;
- A fun illustration style and colourful palette were evolved based on feedback;
- An engaging set of interactive response mechanisms were resolved based on user preferences;
- Rangatahi wanted to be very clear on the concrete purpose their responses would serve, so the tool evolved to take the form of a 'submission builder', where they could see and submit their preferred local government forms and approaches directly to the Local Government Review.



Perhaps the most useful result of the rapid prototyping approach was to provide the core working group with a sense of conviction that can only come from observing and listening carefully to people most affected. Subsequent design refinement could be made more confidently when the creative team were collectively 'standing on the shoulders' of the next generation of Aotearoa New Zealand voters.

2.3.2 Naming the Tool

One of the key pieces in this project was developing a name that was memorable. The criteria for the name was both a 'hook' and to reference the kaupapa of the tool at every step.

The key topics and foci that we believed important included names exploring place, localness, shaping the future, community, and having a voice.

A snapshot of some of the ideas are listed below:

- MOTU 2050
- Shaping local places together
- Your place, your future
- Make your mark
- Get Vocal in your local
- Loving Local
- Design your future
- Shape the future
- Making tomorrow
- Who's making the decisions for 2050?
- My Community, My Voice.

Rangatahi involved in the rapid prototyping session quickly gave *Get Vocal in Your Local* a firm thumbs up as their clear preference with its internal rhyme and relevant call to action.

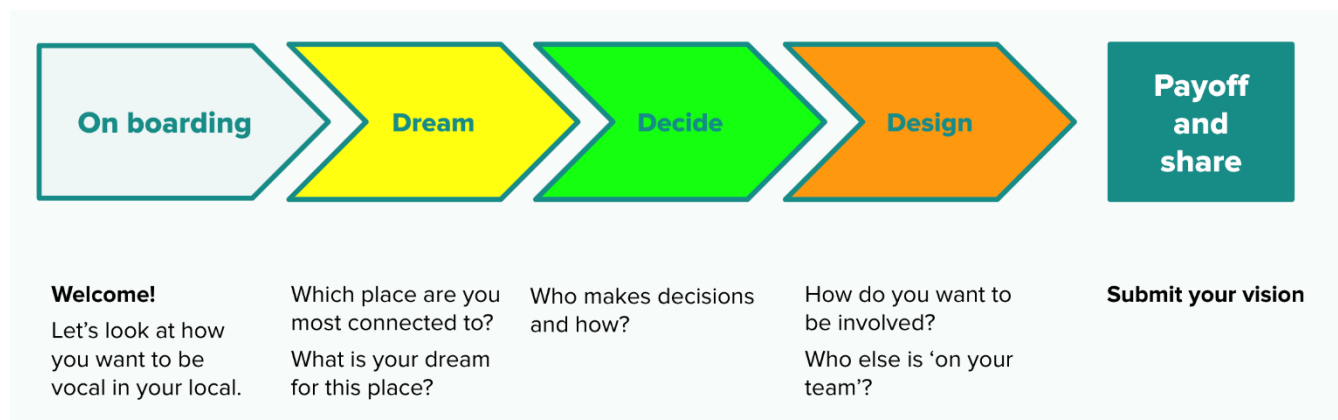
2.4 Agreed Concept

From these rapid prototyping sessions, a number of elements stood out as being essential for the uptake of a digital tool engaging to youth.

The first and most important was the requirement for the tool to provide a narrative journey that begins with making an emotional connection to place supported with visual and interactive design.

Users would be asked to identify what they want most for a place important to them in the future ('dream'). They then follow a process — deciding and designing their participation preferences. Through this process they would be given contextual information about how their choices contrast with the current system of local governance.

The pay-off was a personalised 'submission' that reflects the key features of a future system of local governance from users' identified preferences.



Agreed concept 2nd March 2022

The agreed concept was then further designed, tested, and iterated on to deliver the final product.

2.5 The Digital Tool

2.5.1 Onboarding

First users were asked to think about what place in Aotearoa they care most about and why they feel connected to it. The key opportunities here were to create an emotional connection with the user, provide them with a local factoid, educate and inform them about the current system of local governance (territorial authority). This was achieved through the following screens:

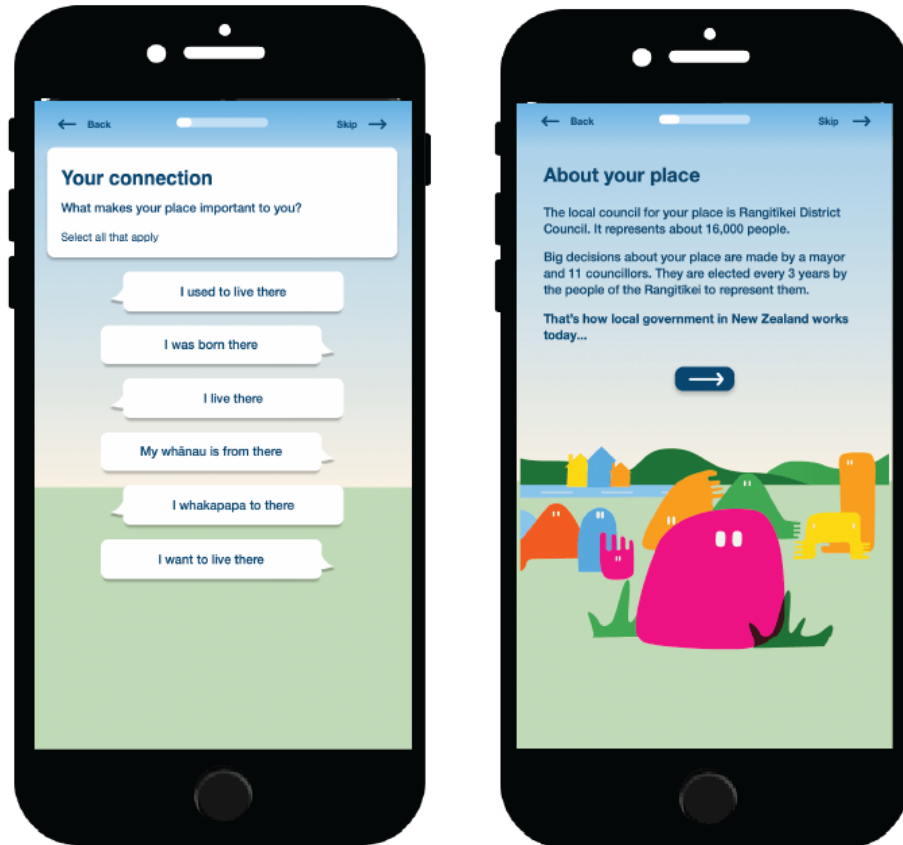


1. Your place

Users were asked to think of a place where they wanted to have a say in the big decisions.

2. Pin it

They were then prompted to place a pin on a map to identify the place important to them. This screen captured the latitude and longitude of the pin and calculated the territorial authority it was in.



3. Your connection to that place

In this multi-choice randomised list, users were asked to select all options indicating what makes that place important to them.

4. About your place

Users were then shown the territorial authority associated with their chosen location and a local government factoid. The following is an example of the result screen. Text in brackets was connected to the place chosen.

The local council for your place is [Wellington City Council]. It represents about [213,000] people. Big decisions about your place are made by a mayor and [15] councillors. They are elected every 3 years by the people of [Pōneke / Wellington] to represent them. That's how local government works in New Zealand today...

This chosen location was used throughout the rest of the process as both a reminder to why local government is important and a point of reference for decision making.

2.5.2 Dream

The objective of the dream section was to encourage the user to think how they would like their community to be in the future.

The questions were framed to understand what place a user felt most connected to and why. Ultimately these questions aimed to develop a vision for the future of that place.

The resulting data outputs provided priority wellbeing areas (I want my place to be 'fair', 'sustainable', 'green', etc) and connected users' 'place' to a corresponding territorial authority.

This was achieved through the following four screens:

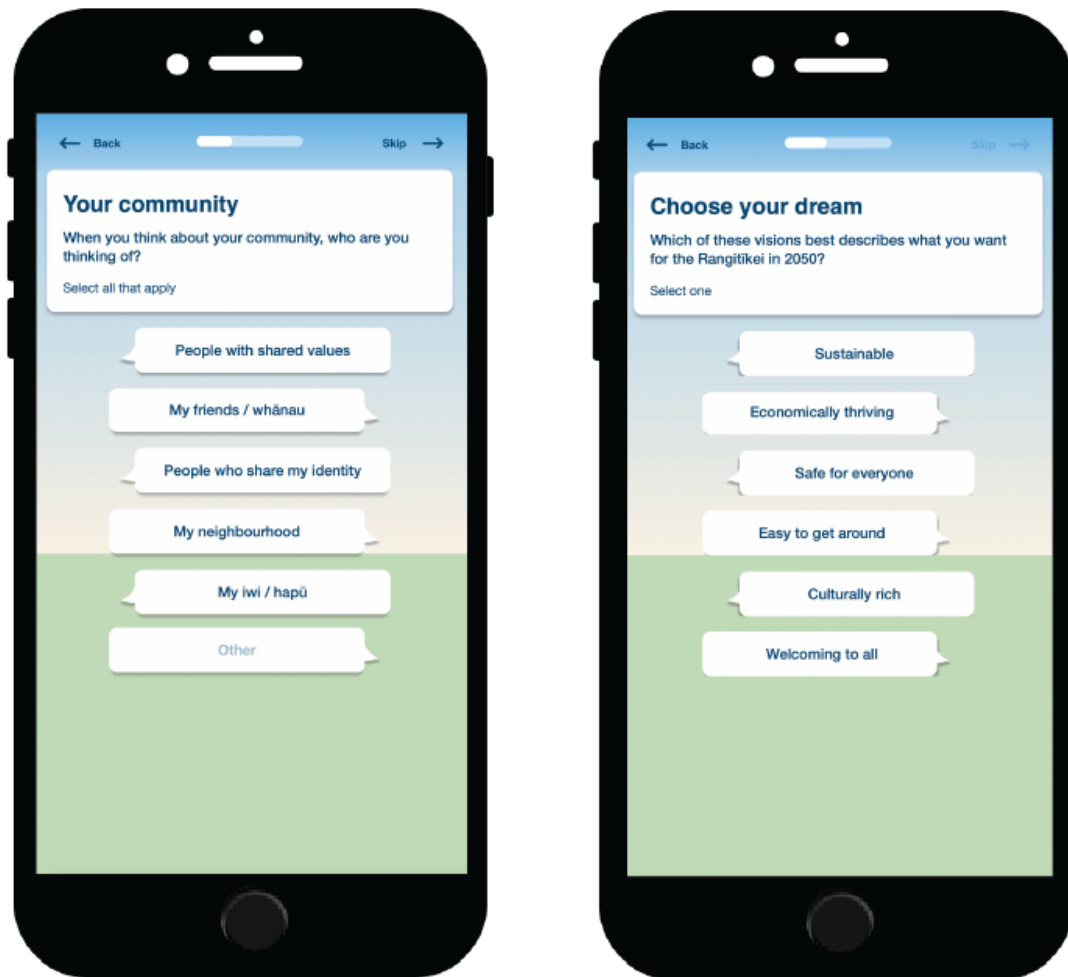


1. Now let's think future!

To both determine the user's age and encourage the user to think about what they might want from their community in the future, the user was prompted to enter their age.

2. In 2050 you'll be...

The user was then shown how old they would be in the year 2050. This screen aimed to shift a user from 'current' thinking to 'future' thinking.



3. Your community

In this multi-choice question, users were asked “*When you think about your community who are you thinking of?*”. The user could select all that apply, included an open text option for users to self-identify their community.

4. Choose your dream

In this single option picker, the user was asked to select one vision statement that best described what they wanted for their chosen place and community in 30 years’ time.

This vision was used throughout the tool as a point of reference for future questions.

2.5.3 Decide

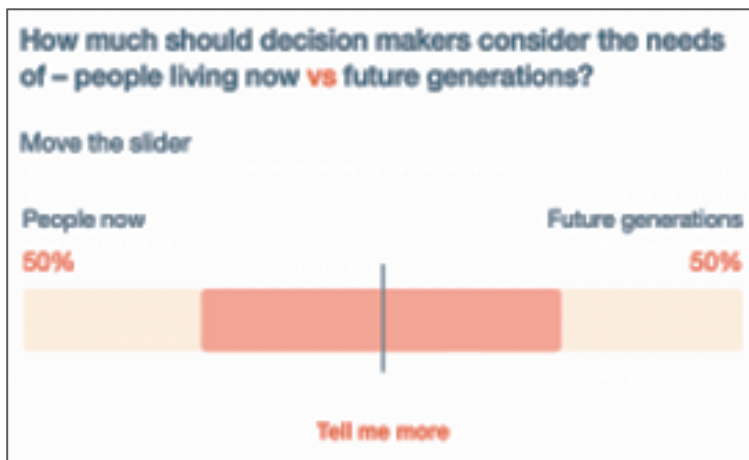
To assist the Review in understanding how future decisions should be made and by whom, the ‘decide’ section of the tool focused on two key areas of local government:

1. who should make big decisions and
2. how should they be made.

These questions aimed to understand who the most important local governance ‘actors’ in decision-making are for users and to explore preferences for different decision-making processes.

Slider Scale Mechanism

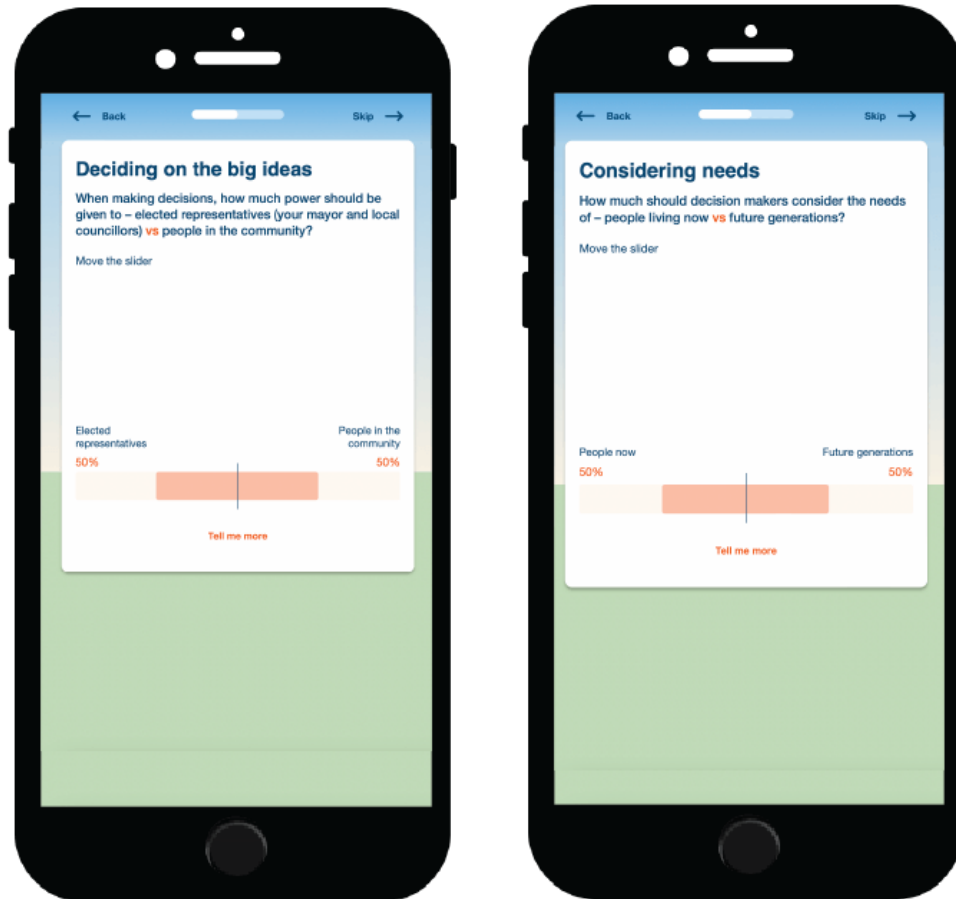
These questions used a slider scale mechanism which allows users to understand that decisions are a balancing act and a matter of differing priorities. The results return two percentages in increments of 10%.



For each issue the user is also able to find out more via the ‘Tell me more’ option.

An example of a ‘Tell me more’ screen for “Considering Needs” is as follows:

Local councils must consider current and future generations when making decisions about issues like climate change and infrastructure (roads, pipes, etc). Some people want to reduce costs by investing less in projects that will mostly benefit future generations. Others think we should put our money where our mokopuna are and invest in what’s best for future New Zealanders.



1. Deciding on the big ideas

This question — *When making decisions, how much power should be given to – elected representatives vs people in the community?* — explores whether the current system of elected representatives making decisions on the public’s behalf is working. The two ends of the slider scale indicate how much power should be given to elected representatives versus people in the community.

2. Considering Needs

In this screen the user is directed to answer: *How much should decision makers consider the needs of people living now vs future generations?*



3. Resolving Differences

In this 5-point slider question the user was directed to choose how much they agreed or disagreed with the given statement:

Your community is divided about which ideas should go ahead. If everyday people are given the opportunity to kōrero with each other, they can make the right decisions for their community together.

4. Spending Money

This question utilised the slider function.

When deciding which projects should be funded, how much responsibility should be given to elected representatives (your mayor and local councillors) vs people in the community?

5. Which voices matter

This question allowed the user to make the speech bubbles larger or smaller depending on whose voice they wished to be heard.

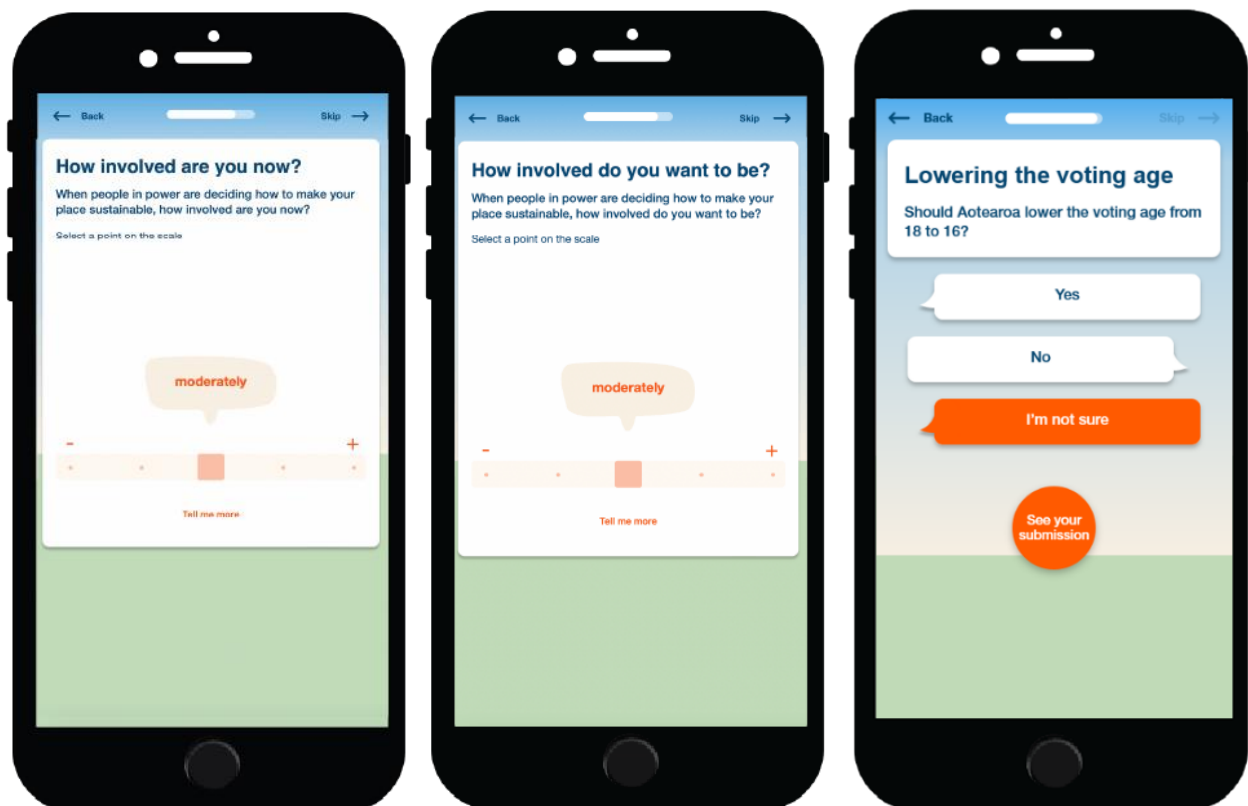
When people are making decisions about how to make your community economically thriving – which voices are most important to listen to?

2.5.4 Design

This section of the tool aimed to investigate several key areas for the Review.

This included users' preferences around participation styles and how users might want to be involved in decision making — from very passive to very active. There's often a gap between how involved people want to be and how involved they are. Research shows that closing this gap can help build trust and confidence in decision makers.

The data outputs from these questions provided understanding into user affinity for different forms of participation. It also allowed users to be informed of real-world democratic tools available in Aotearoa and around the world including participatory, deliberative, and representative tools.



- **How involved are you now?**

Using a 5 point rating scale ranging from “not at all” to “highly involved” users were prompted to show the level of involvement they currently have in decision making:

When people in power are deciding how to make your place economically thriving, how involved are you now?

- **How involved do you want to be?**

The same five point rating scale was then used to ask *When people in power are deciding how to make your place economically thriving, how involved do you want to be?*

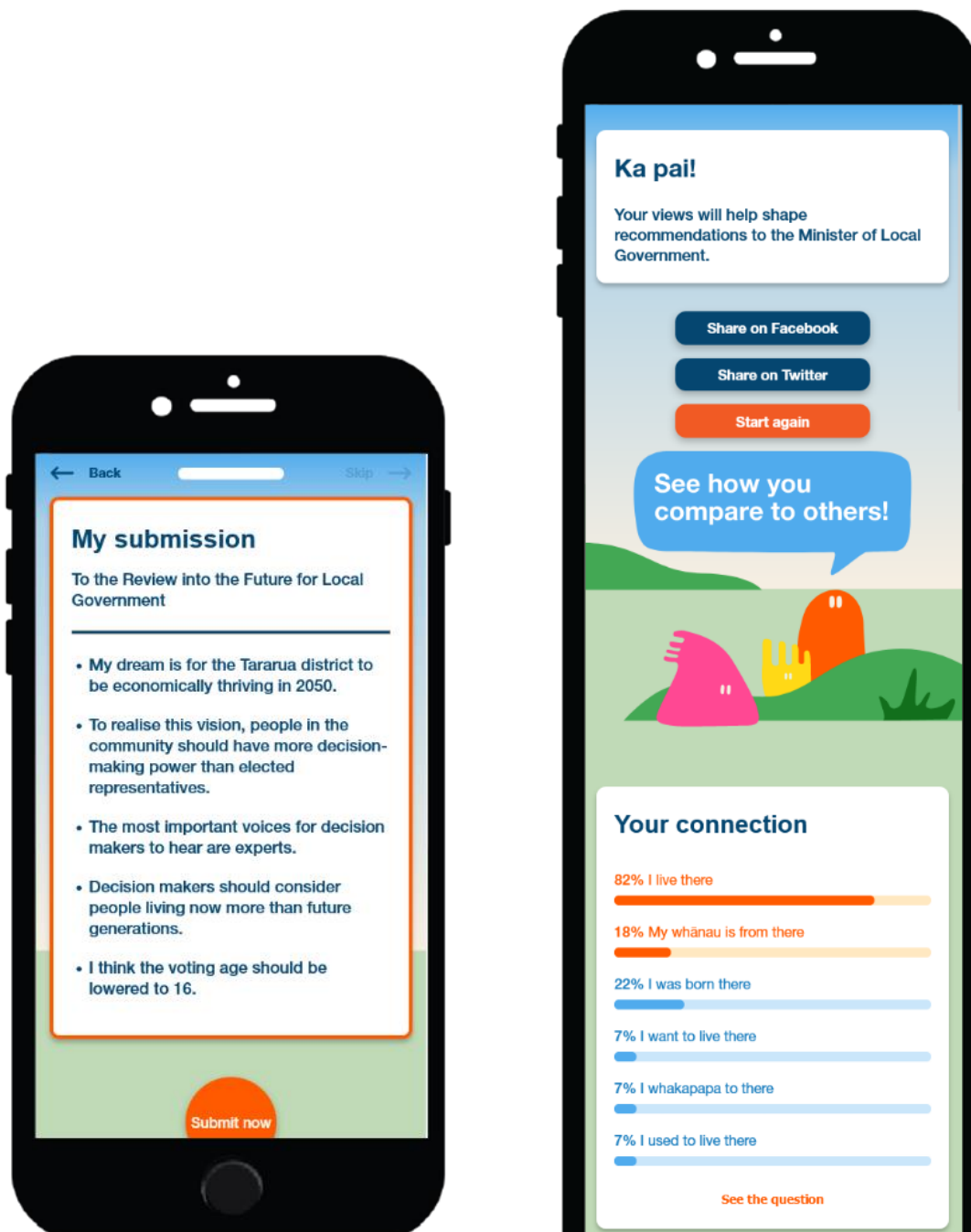
- **Lowering the voting age**

In this final question, the user was presented with a ‘hot topic’ — voter age eligibility. This was particularly relevant to the target audience. The single option picker asked users to indicate their preference on the following question: *Should Aotearoa lower the voting age from 18 to 16?*

2.5.5 The pay-off

The payoff consisted of two screens:

- A personalised submission of the user's dream for their community and place in 30 years' time.
- A summary of how they wished important decisions to be made in their community
- A thank you for taking their time to submit
- A summary of their results and how they compared to others who had completed the tool.



2.6 In summary

Get Vocal in Your Local was an interactive digital tool:

- Designed for a youth audience
- Taking less than 5 minutes to complete
- Using a narrative arc
- That captured qualitative data for analysis on a set of priority questions posed by the Review in an engaging way.

With low existing levels of youth knowledge and understanding of local government, the tool used plain English to describe participative democratic concepts in tangible terms for the target audience.

Users did not need to know anything about local government to use the tool. The tool guided them through a series of questions that explored some of the big issues the Review were considering: things like who gets to have a say in decision making, which voices matter, and what the voting age should be.

What follows are the quantitative results and findings from the tool.

3 Results and Findings

3.1 Results Summary

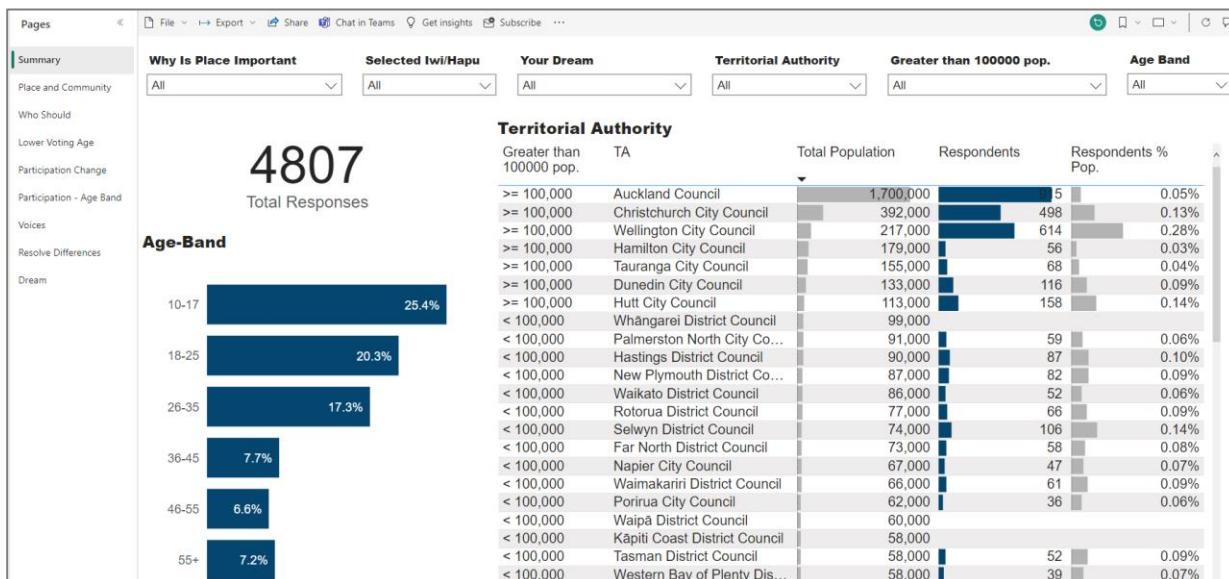
The site was launched on 11 April 2022 and a marketing campaign targeting rangatahi aged 12-24 was run through to 31 July 2022. Over this time the following results were obtained.

Total number of visitors	5745
Total number unique users	5693
Valid responses	4807
Survey completion rate (navigated to final page)	73%
Average engagement time per session 21 pages consisting of 12 questions	2m 01 sec

3.2 Results Analysis

The results were imported from the website into Microsoft PowerBI where several visualisations and filters were applied to allow the project team to find interesting trends, patterns, and insights.

This was an iterative process where the PowerBI dashboard was updated several times as new insights were uncovered.



Filters

The final set of filters that provided insights included:

- Age band
- Why is that place important to you?
- Had the user selected Iwi/Hapū as their community?
- Selected dream/vision
- Territorial authority greater / less than 100,000

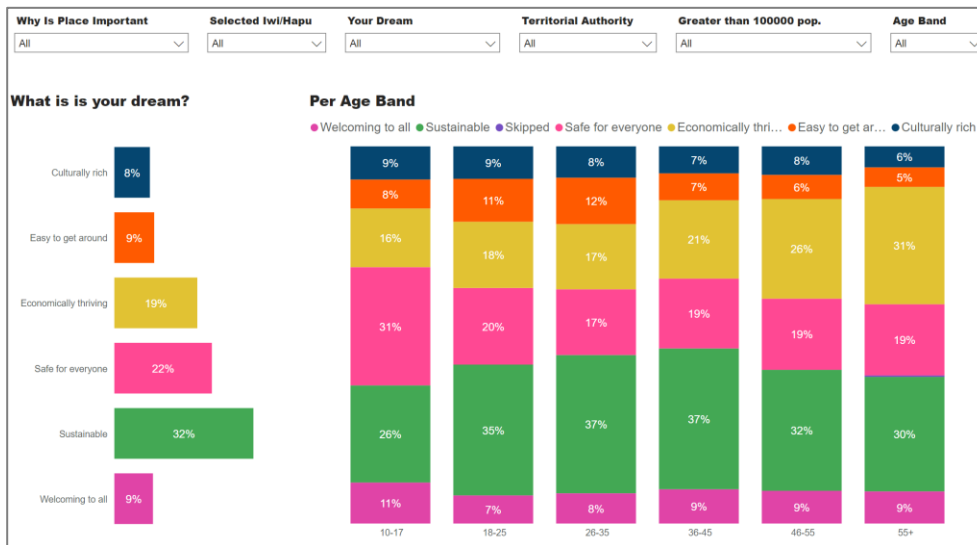
Age Bands

Given the tool had a focus on rangatahi, additional visualisations for age bands were completed. The agreed age bands used in the analysis are:

- 10–17
- 18–25
- 26–35
- 36–45
- 46–55
- 55+

These age bands were chosen to allow analysis either side of the current voting age. An eight-year bracket either side of the current voting age of 18 was established, and ten year increments were used thereafter until 55+.

All responses with an age less than ten have been categorised as unknown.

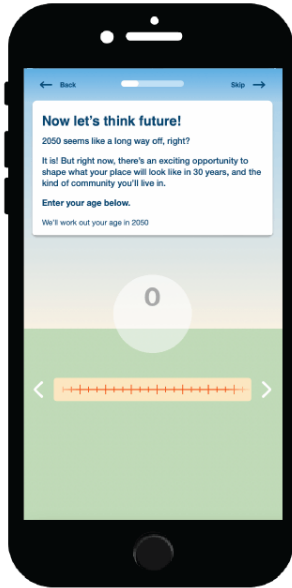


Example age band analysis

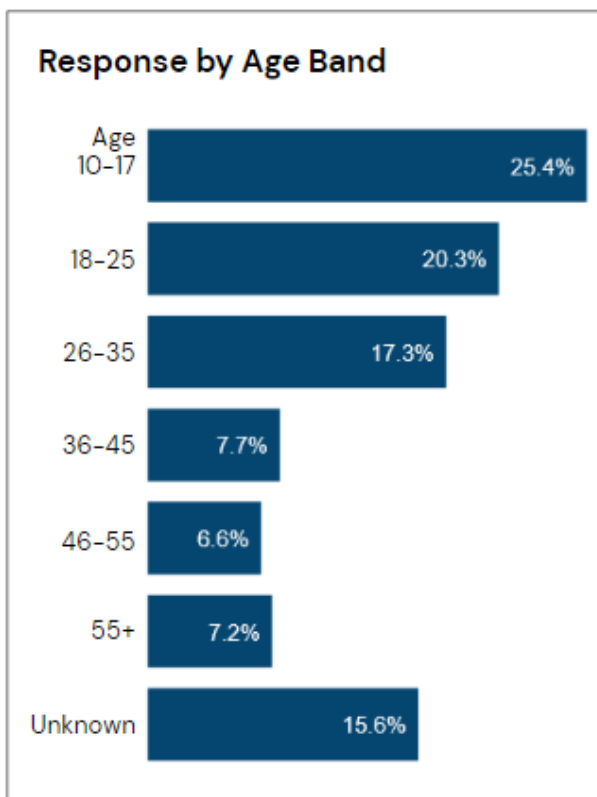
3.3 Participant Age

Question

The digital tool and associated campaign were designed to target rangatahi aged 12–24. To determine this, users were asked to “*Enter your age below*” and presented with a text entry box or a slider.



Results



3.3.1 Age compared to the general population

The table below shows the percentage of respondents, compared to the percentage of the total population in each age band.

Age Band	General Population	Percentage of population	Survey Responses	Percentage of respondents	Difference
10–17	525,910	10.3%	1,220	25.4%	15.1%
18–25	527,070	10.3%	976	20.3%	10.0%
26–35	753,750	14.8%	830	17.3%	2.5%
36–45	643,920	12.6%	368	7.7%	-5.0%
46–55	656,190	12.9%	315	6.6%	-6.3%
55+	1,367,630	26.8%	346	7.2%	-19.6%
Unknown	630,320	12.3%	752	15.6%	3.3%
	5,104,790		4,807		

Findings

This comparison shows the survey:

- Successfully targeted youth respondents
- Received a much higher response in the 10–17, 18–24 and 25–34 year age brackets compared to the general population.
- Did not target or receive many responses from the 55+ age band.

NOTES: General population data was provided by Stats NZ using the [estimated Resident Population by Age and Sex \(2021 Q4 Estimate\)](#) data set.

3.4 Your Place

Question

Users were asked to “think of a place where you want to have a say in the big decisions that affect it.”

They were then asked to place a pin on a map to identify that place. From this pin drop the associated territorial authority was established.



Results

The highest count of responses were unsurprisingly in large metropolitan areas including Auckland, Wellington, and Christchurch.

As a proportion of population however several smaller territorial authorities start to feature. This includes Timaru, South Wairarapa, Wairoa, and Ruapehu as shown in section 3.4.1.

NOTE: It is possible that some “pin-drops” intended for larger metropolitan areas have inadvertently landed on smaller neighbouring districts.

Additional Analysis

For additional analysis, territorial authorities were divided into large and small based on a population smaller or greater than 100,000.

This allowed further insights to be gathered by users in a large or small territorial authority.

Territorial authority population data was obtained from Stats NZ using the [subnational population estimates as 30th June 2021](#). It was rounded to the nearest 1,000 for display purposes.

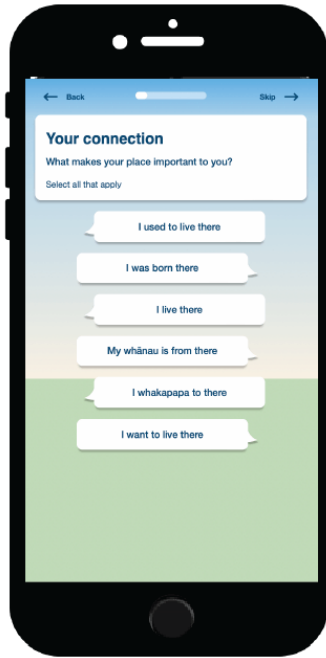
3.4.1 Responses by Territorial Authority

Greater than 100000 pop.	TA	Total Population	Respondents	Respondents % Pop.
>= 100,000	Auckland Council	1,700,000	915	0.05%
>= 100,000	Christchurch City Council	392,000	498	0.13%
>= 100,000	Wellington City Council	217,000	614	0.28%
>= 100,000	Hamilton City Council	179,000	56	0.03%
>= 100,000	Tauranga City Council	155,000	68	0.04%
>= 100,000	Dunedin City Council	133,000	116	0.09%
>= 100,000	Hutt City Council	113,000	158	0.14%
< 100,000	Whāngarei District Council	99,000		
< 100,000	Palmerston North City Co...	91,000	59	0.06%
< 100,000	Hastings District Council	90,000	87	0.10%
< 100,000	New Plymouth District Co...	87,000	82	0.09%
< 100,000	Waikato District Council	86,000	52	0.06%
< 100,000	Rotorua District Council	77,000	66	0.09%
< 100,000	Selwyn District Council	74,000	106	0.14%
< 100,000	Far North District Council	73,000	58	0.08%
< 100,000	Napier City Council	67,000	47	0.07%
< 100,000	Waimakariri District Council	66,000	61	0.09%
< 100,000	Porirua City Council	62,000	36	0.06%
< 100,000	Waipā District Council	60,000		
< 100,000	Kāpiti Coast District Council	58,000		
< 100,000	Tasman District Council	58,000	52	0.09%
< 100,000	Western Bay of Plenty Dis...	58,000	39	0.07%
< 100,000	Invercargill City Council	57,000	57	0.10%
< 100,000	Nelson City Council	55,000	54	0.10%
< 100,000	Gisborne District Council	52,000	27	0.05%
< 100,000	Marlborough District Council	52,000	59	0.11%
< 100,000	Queenstown–Lakes Distri...	48,000		
< 100,000	Timaru District Council	48,000	109	0.23%
< 100,000	Upper Hutt City Council	48,000	40	0.08%
< 100,000	Whanganui District Council	48,000	57	0.12%
< 100,000	Taupō District Council	41,000		
< 100,000	Whakatāne District Council	38,000		
< 100,000	Horowhenua District Council	37,000	33	0.09%
< 100,000	Matamata–Piako District ...	37,000		
< 100,000	Ashburton District Council	36,000	45	0.13%
< 100,000	Manawatū District Council	33,000		
< 100,000	Southland District Council	33,000	67	0.20%
< 100,000	Thames–Coromandel Dist...	33,000		
< 100,000	South Taranaki District Co...	29,000	51	0.18%
< 100,000	Masterton District Council	28,000	33	0.12%
< 100,000	Kaipara District Council	26,000	28	0.11%
< 100,000	South Waikato District Co...	26,000	30	0.12%
< 100,000	Central Otago District Cou...	25,000	19	0.08%
< 100,000	Waitaki District Council	24,000	19	0.08%
< 100,000	Hauraki District Council	22,000	39	0.18%
< 100,000	Clutha District Council	19,000	17	0.09%
< 100,000	Tararua District Council	19,000	28	0.15%
< 100,000	Central Hawke's Bay Distr...	16,000		
< 100,000	Rangitikei District Council	16,000		
< 100,000	Grey District Council	14,000	17	0.12%
< 100,000	Gore District Council	13,000	2	0.02%
< 100,000	Hurunui District Council	13,000	18	0.14%
< 100,000	Ruapehu District Council	13,000	45	0.35%
< 100,000	South Wairarapa District ...	12,000	76	0.63%
< 100,000	Ōtorohanga District Council	11,000		
< 100,000	Buller District Council	10,000	14	0.14%
< 100,000	Carterton District Council	10,000	23	0.23%
< 100,000	Ōpōtiki District Council	10,000		
< 100,000	Stratford District Council	10,000	30	0.30%
< 100,000	Waitomo District Council	10,000	9	0.09%
< 100,000	Wairoa District Council	9,000	40	0.44%
< 100,000	Westland District Council	9,000	14	0.16%
< 100,000	Kawerau District Council	8,000	20	0.25%
< 100,000	Waimate District Council	8,000	22	0.28%
< 100,000	Mackenzie District Council	5,500	8	0.15%
< 100,000	Kaikōura District Council	4,000		
< 100,000	Chatham Islands Council	780	3	0.38%

3.5 Your Connection to Place

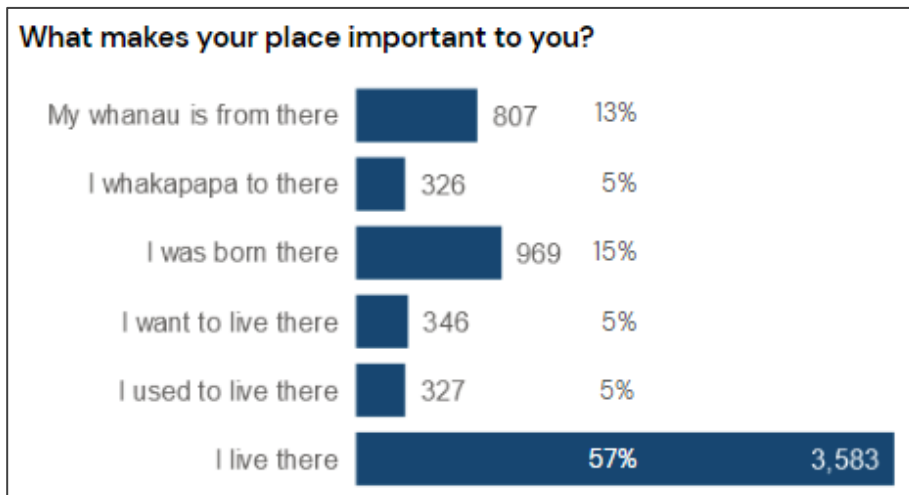
Question

Users were asked to select all options that indicate what makes their place important to them.



Results

- The majority connected with the **place they live in** (57%).
- Others chose the **place they were born** (15%) or had **lived in before** (5%).
- Family connections also featured, with people identifying with the **place their whānau is from** (13%) or that **they whakapapa to** (5%).
- 5% chose a **place they want to live in**.

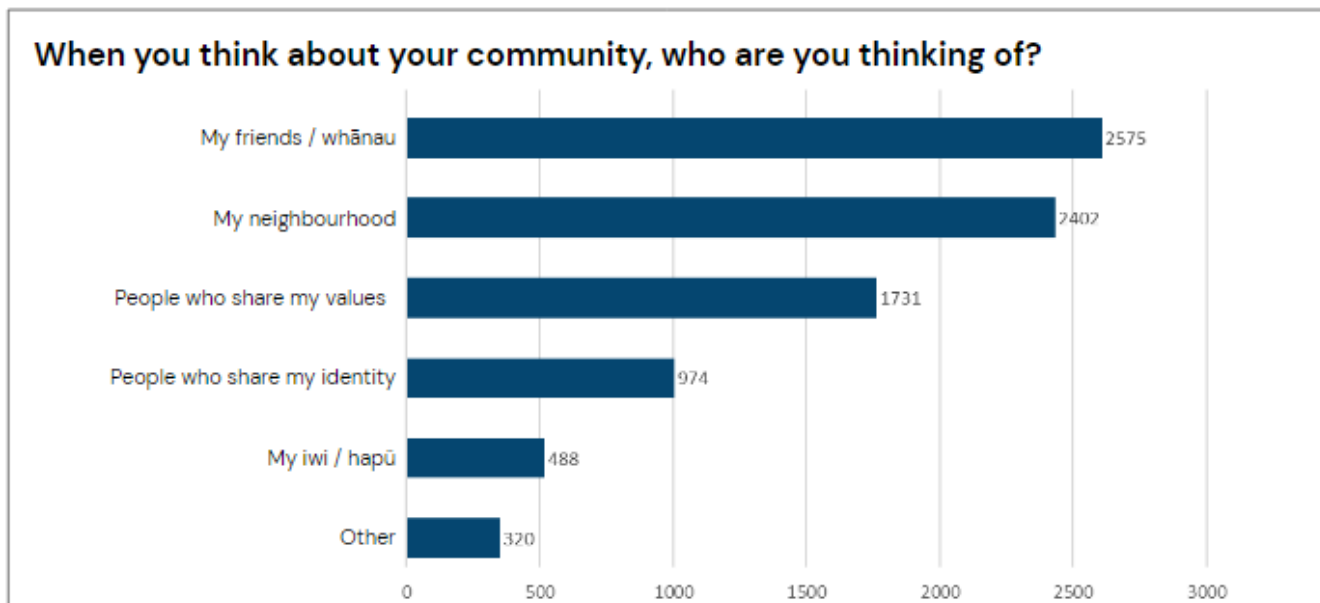


3.6 Your community

Users were asked “When you think about your community, who are you thinking of?” They were then presented with a multiple choice list of community groups to choose from.

Results

- **My friends / whānau** had the highest number of selections with 30.3%
- **My neighbourhood** a close second with 28.3%.
- People also identified their community as **people with shared values** and **people who share my identity** at 20.4% and 11.5% respectively.
- **Iwi and hapū** also featured at 5.7%.



3.6.1 Your Community – Other

The following shows a summary of “Other” answers provided for your community.

A specific place

Many people put a specific place or location e.g.

- *The people that live in the same place*
- *Everyone who lives in Napier*
- *My district*
- *Local people*
- *my town*
- *the people who live in Invercargill*
- *New Zealand*

Everyone

Various variations of “everyone” or “people” was common e.g.

Everyone, people, all the people, All of the above, Anyone

Specific Community Groups

Community groups – either faith, school, or sporting – provide people with a sense of community:

- *My church community, Faith community and other faith-based communities*
- *School community, School/university community*
- *Clubs I support and interact with*
- *Cyclists*

Disadvantaged Groups

Groups facing a struggle appear to provide a community for each other e.g.

- *alternate disabilities than mine*
- *Disabled community and children i teach*
- *homeless people*
- *marginalised groups*
- *Vulnerable*

Culture / Race Based Groups

- *my whenua, Iwi / hapū of the area etc*
- *Immigrants*
- *Other Asians*

Young People

- *Rangatahi*
- *Young people*
- *Future generations*

Other answers of interest

- *Businesses*
- *I don't feel part of a community*
- *LGBTQIA+*
- *People with similar career goals*

3.7 Choose your dream

Question:

Choose your dream

Which of these visions describes what you want for your place in 2050?

A user could only choose one vision from the list of options provided:

- Sustainable
- Economically thriving
- Safe for everyone
- Easy to get around
- Culturally rich
- Welcoming to all.

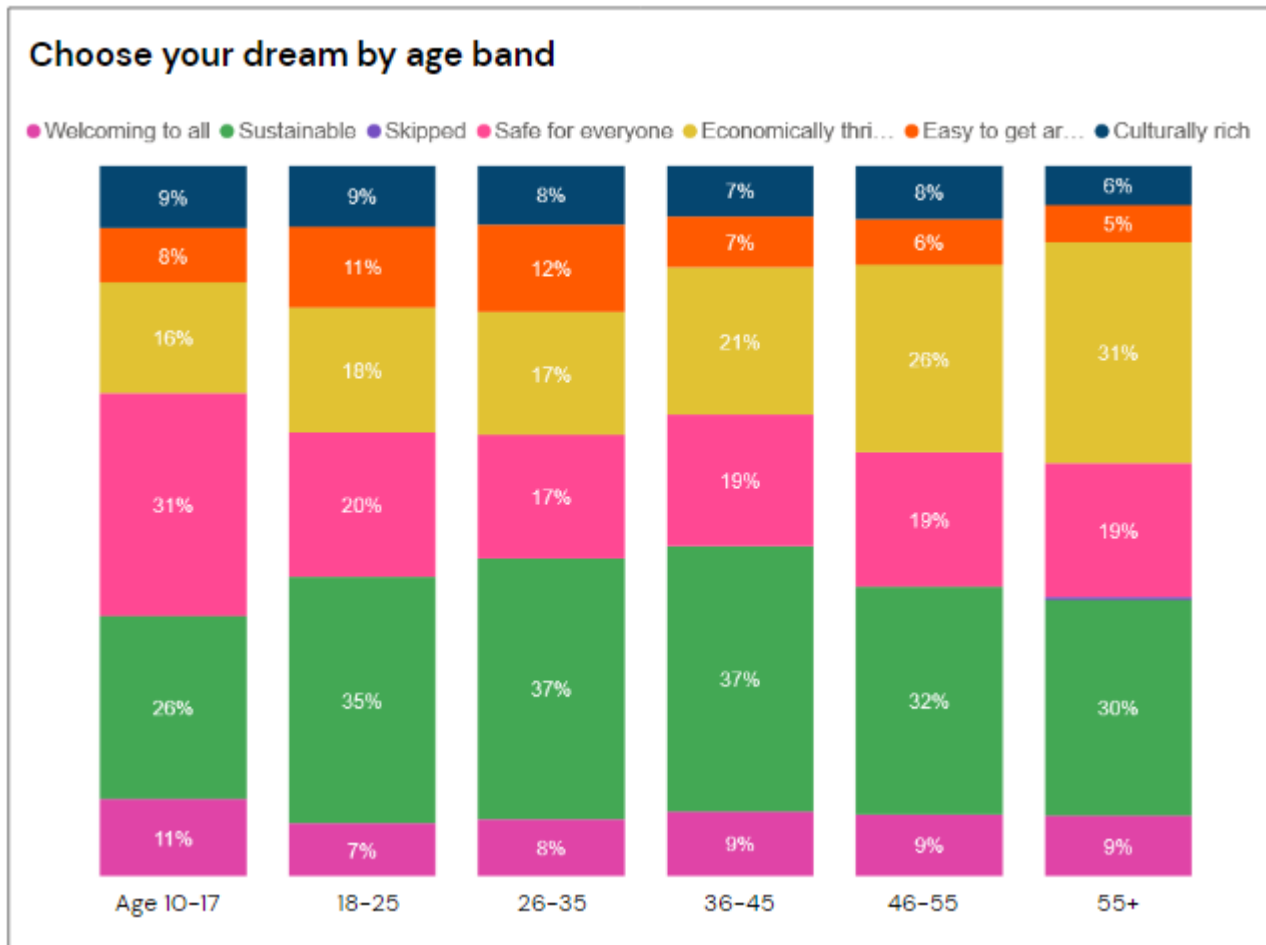
Findings

- A vision of **Sustainable** featured as the most popular vision for 32% of the respondents
- **Safe for everyone** was second at 22%
- **Economically thriving** was third at 19%.



3.7.1 Vision for 2050 by age band

The dream / vision was further analysed by the respondents age band:



Findings

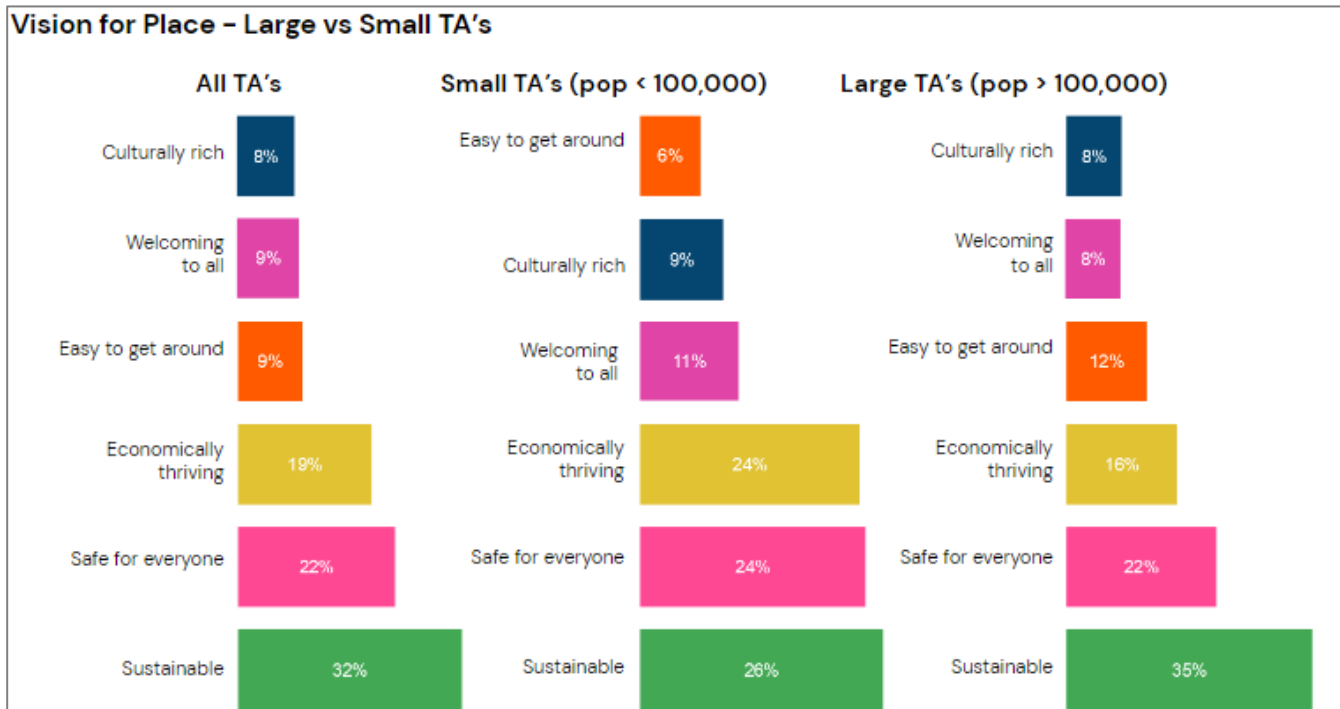
- **Sustainability** (in green) was a feature across all age bands and was lower in the youngest and oldest age bands.
- A place that is **safe for everyone** (in pink) was significantly higher for the 10–17 year age band.
- An **economically thriving community** (in yellow) appears to become more important the older a person is.

3.7.2 Dream for large vs small Territorial Authorities

Further analysis was completed to see if users within small or large territorial authorities had a different dream or vision for their place.

The dream / vision was compared for populations with less than and greater than 100,000.

Results



Findings

There are variations in the ranking and percentage of preferred visions.

- Smaller territorial authorities had higher numbers of respondents with a vision for an **economically thriving** community (yellow), at 24% compared to 16%.
- Participants in smaller territorial authorities also placed more importance on a **place that is welcoming** (pink).
- Respondents in larger territorial authorities were more likely to have a vision for a place that will be **easy to get around** (orange).

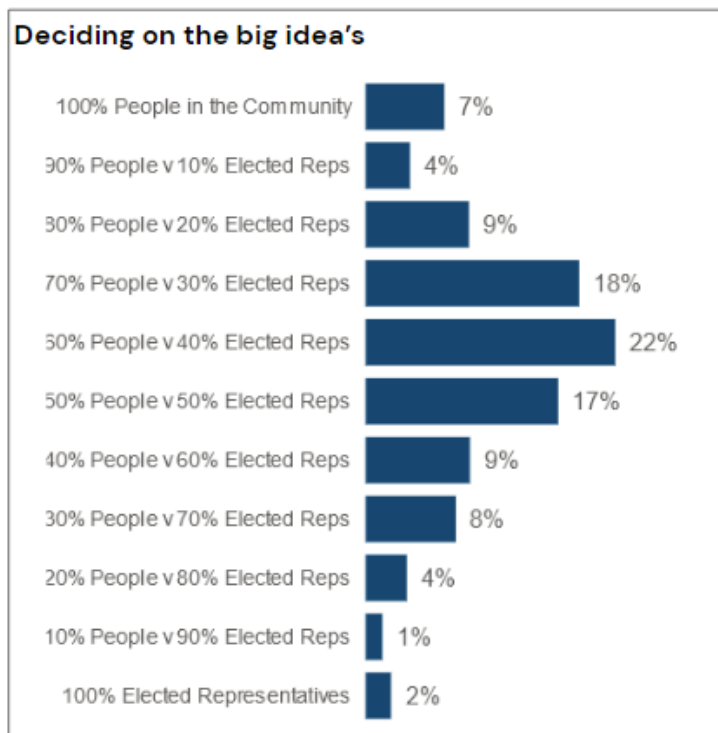
3.8 Community vs Elected Officials Deciding on the big ideas

Question

“When making decisions, how much power should be given to – elected representatives (your mayor and local councillors) vs people in the community?”

The user could then move a slider between 100% community or 100% elected representatives in 10% increments.

Results



Findings:

When **deciding on big ideas**, the weighted average of combined responses resulted in the following division of decision-making power:

- **community at 58.2%**
- **elected representatives at 41.8%.**

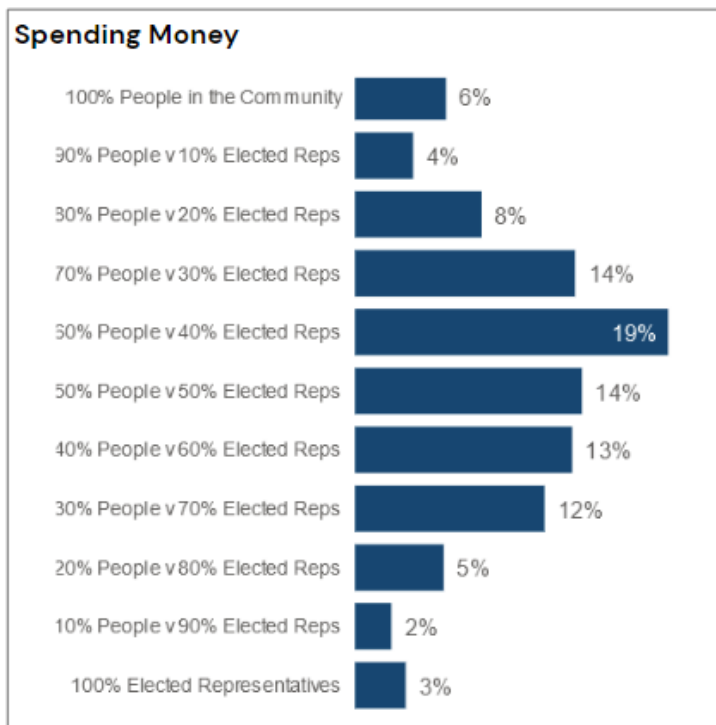
3.9 Community vs Elected Officials Spending Money

Question

“When deciding which projects should be funded, how much responsibility should be given to – elected representatives (your mayor and local councillors) vs people in the community?”

The user could then move a slider between 100% community or 100% elected representatives in 10% increments.

Results



Findings:

On **spending money**, the results were similar, with a division of decision-making power:

- to **community at 53.5%**
- and **elected representatives at 46.5%**.

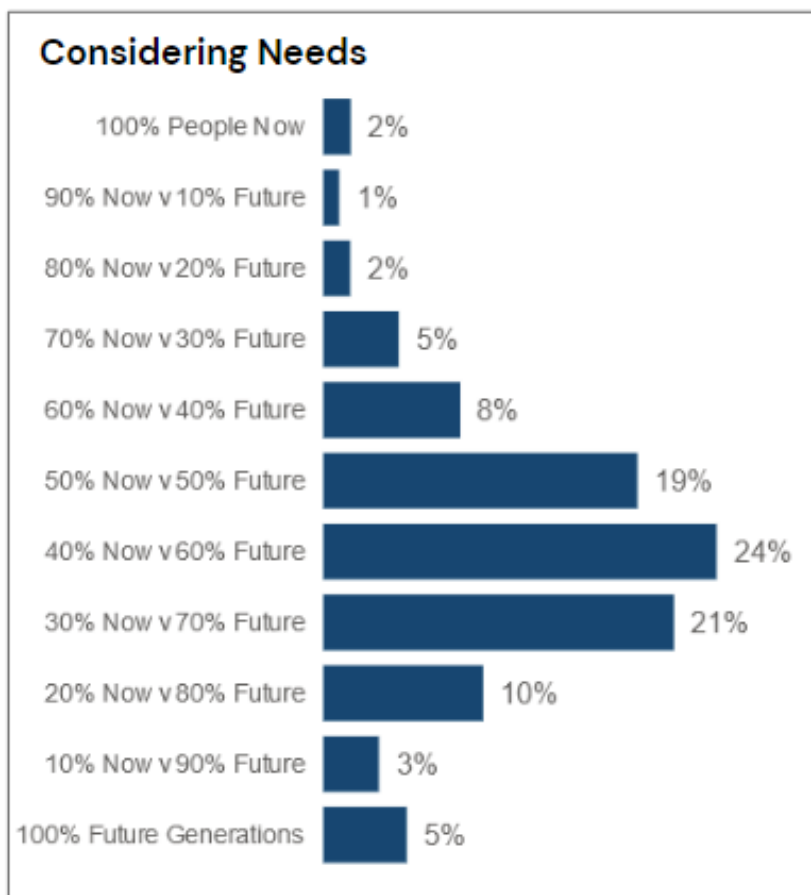
3.10 Considering Needs People living now vs future generations

Question

“How much should decision makers consider the needs of – people living now vs future generations?”

The user could then move a slider between 100% People Now or 100% Future Generations in 10% increments.

Results



The results showed a weighted average leaning towards future generations at 60% and people now at 40.0%.

This weighting towards future generations was similar across the different age bands analysed.

3.11 Resolving differences

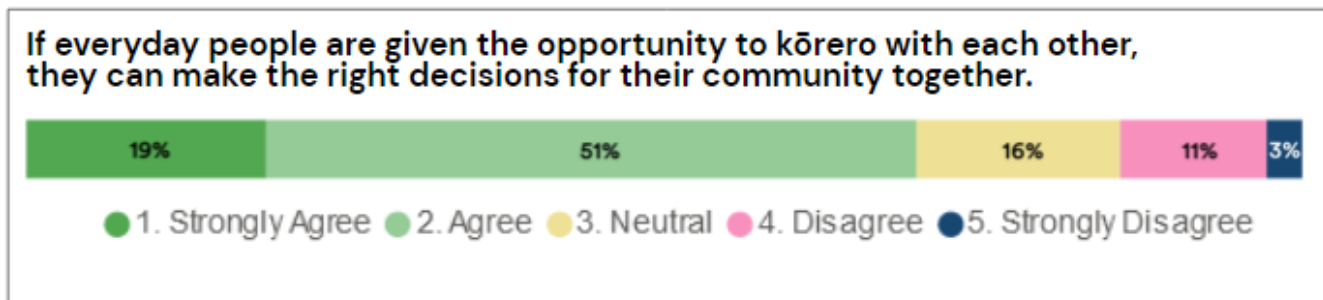
Question

Users were asked “Your community is divided about which ideas should go ahead. If everyday people are given the opportunity to kōrero with each other, they can make the right decisions for their community together. How much do you agree or disagree?”

Users were then able to move a scale to

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Results



70% of participants agreed or strongly agreed

- 16% were neutral
- 14% disagreed or strongly disagreed

3.12 Which voices matter?

Question

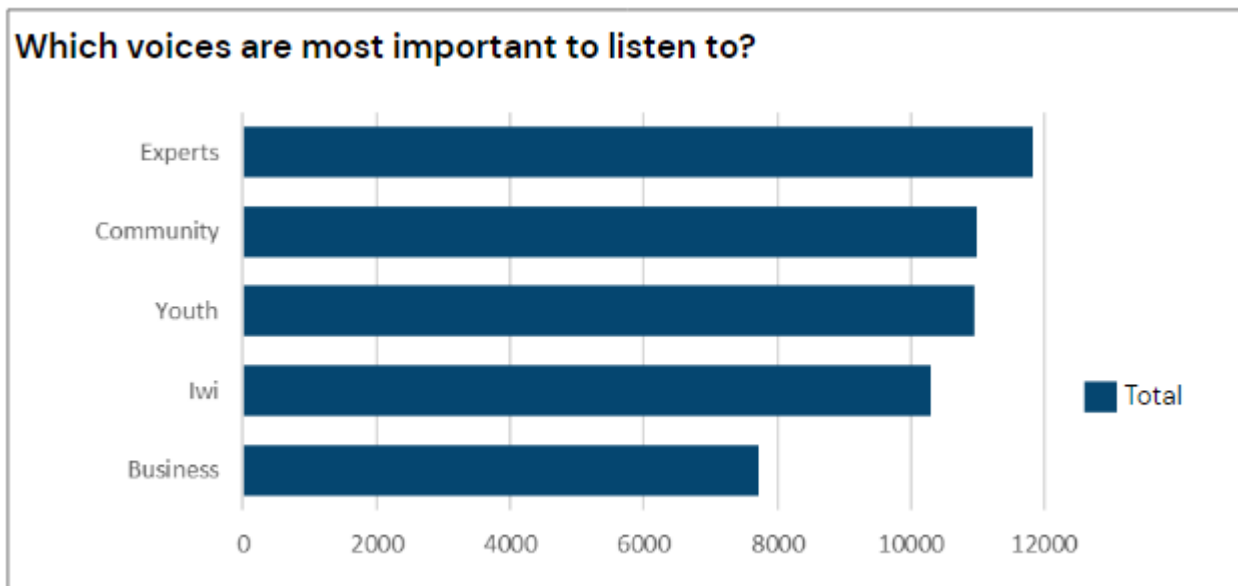
Users were asked to tap speech bubbles to increase or decrease the size to reflect **which voices are most or least important to listen to**.

The options were allocated values from 1 (least important) to 5 (most important) based on the size of the bubble.

Results

The cumulative result ranked:

- **experts** as the most important voice,
- followed by the voices of **community**,
- then **youth**, with **iwi** and **business** ranked 4th and 5th respectively.



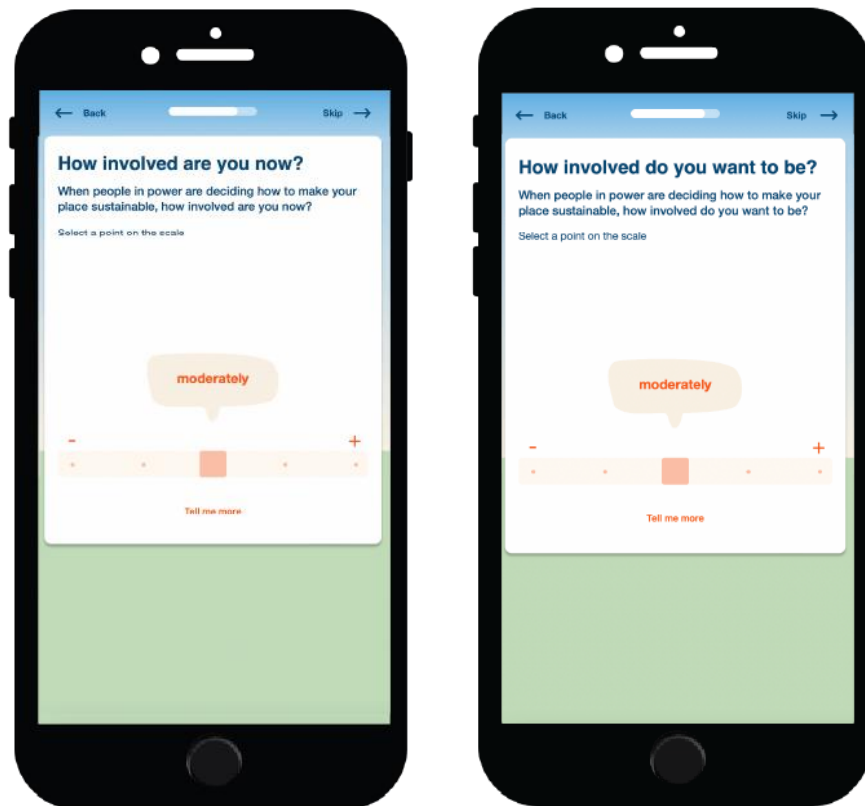
3.13 Involvement in Local Government

Questions

How involved are you now? and How involved do you want to be?

People were asked to think about their vision for the place they chose, and to use two separate sliding scales to rate how involved they are in deciding on things now, and how involved they would like to be.

Answers were allocated a score on a 5-point scale.

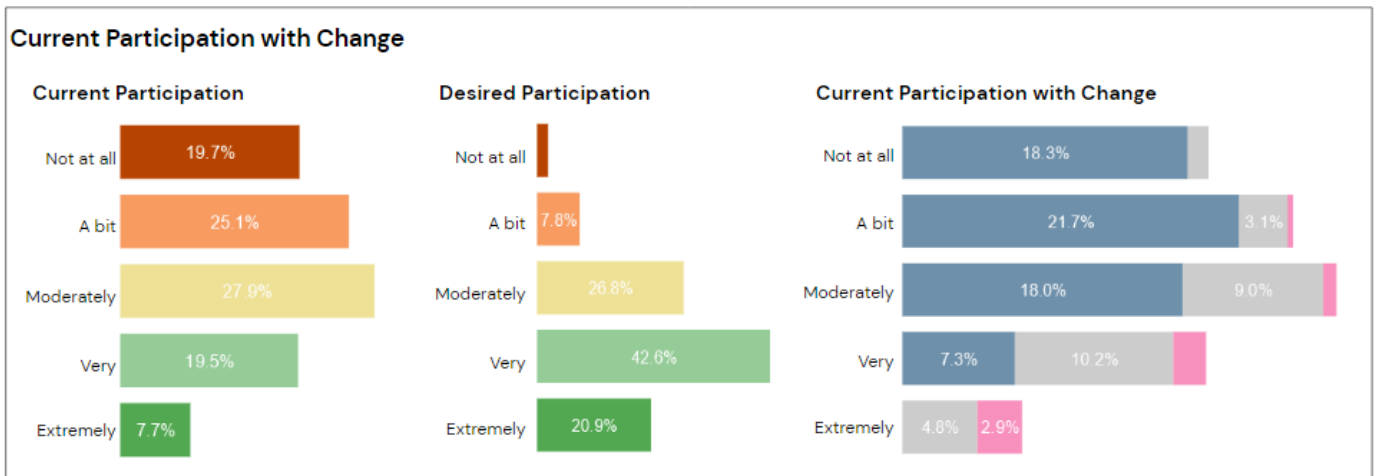


Results

- 44.8% of participants rated their current involvement below average (“not at all” or “a bit”) involved.
- 27.2% of participants rated their current involvement above average (“very” or “extremely”) involved.

Across the board, most participants want to be more involved.

- 98.1% of participants want at least some involvement in deciding how to achieve their vision for their place in the future.
- 63.5% of participants would like their involvement to be above average (very or extremely) involved.

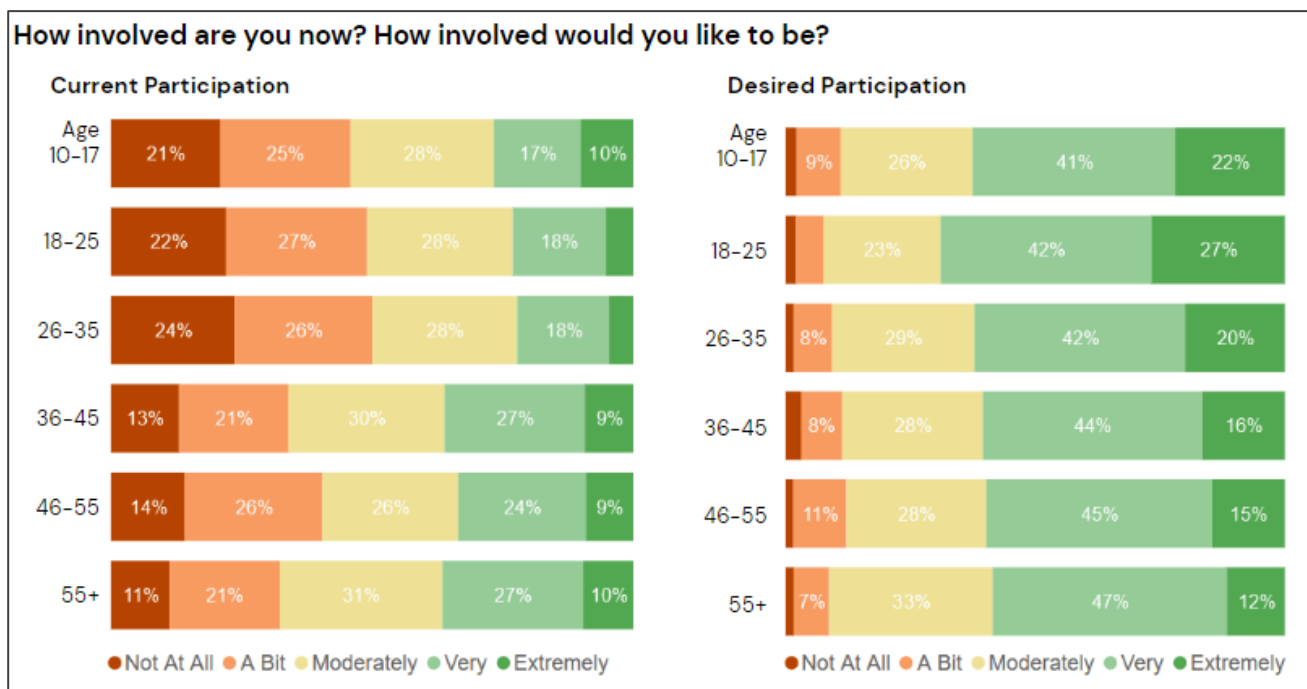


3.13.1 How involved are you now – by age?

For further analysis, age bands were applied across the results.

Insights

- Participants aged 36 and above rated their involvement higher than those aged 35 and below.
- Older age bands appear to currently be more involved in local decisions than younger age bands (left).
- Without exception, all age bands indicated they would like to be more involved than they are at present (right).



3.14 Lowering the voting age

Question

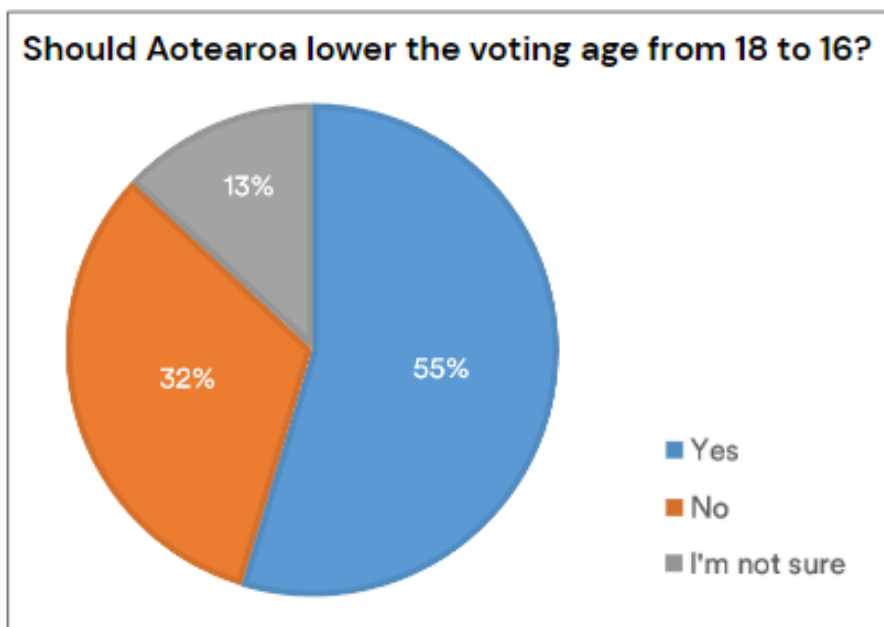
Should Aotearoa lower the voting age from 18 to 16?

The question allowed a user to choose from the following options:

- Yes
- No
- Unsure

Findings

Most participants (55%) think the voting age should be lowered to 16 years of age.



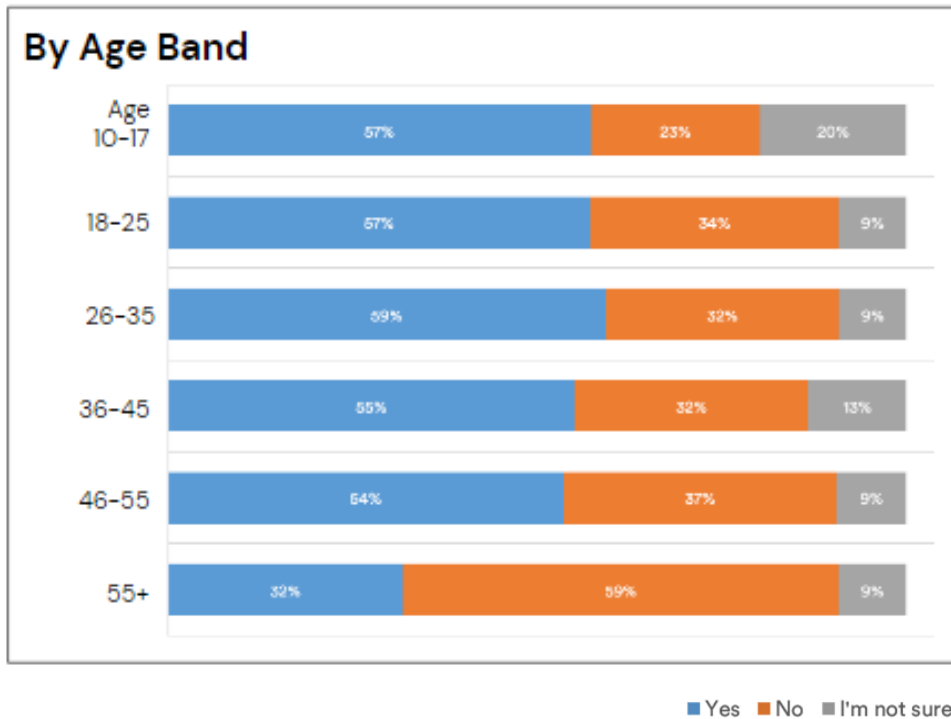
Other surveys

Get Vocal in Your Local's findings are higher than a [2021 University of Otago study](#), where only 19.2% of the sample (all 18- to 24-year-olds) supported reducing the voting age to 16 years.

And higher all round than the [2020 Colmar poll](#) where only 13% of the total sample said yes.

3.14.1 Lowering the voting age by age band

The results were further broken down and analysed by age band:



Findings

- The preference to lower the voting age is not limited to ‘young’ people.
- The percentage of respondents who think the voting age should be lowered is consistently high and over 50% for all age bands, other than those aged 55+.
- Participants aged 10–17 were significantly more ‘unsure’ if the voting age should be lowered, at 20% compared to 9–13% for other age bands.

3.15 Additional Insights

3.15.1 Community you Identify With – Iwi / hapū

To gain additional insights into mana whenua, a filter of only participants who identified their community as “**My iwi / hapū**” was applied across the answers. The following insights were identified.

Vision:

When selecting a vision for their place, users who had chosen “My iwi / hapū” showed a:

- jump in choosing “**culturally rich**”
- decrease choosing “**economically thriving**”

How should power be distributed?

When answering how power should be distributed, users who had chosen “My iwi / hapū” showed a slight increase towards “**people in the community**” over “**elected officials**”.

Which Voices Matter

For users who had chosen “My iwi / hapū” when selecting which voices matter:

- The most important voice changed from “**experts**” to “**mana whenua (iwi hapū)**”
- “**Experts**” reduced to 4th
- “**Community groups**” and “**young people**” both moved up.

3.15.2 Choose your dream

A filter of which dream a participant selected for their place was applied across the results. The following insights were identified.

Decision making (people in the community vs elected representatives)

When asked how much decision-making power should be given to elected representatives vs people in the community?

Users who had chosen “**Economically thriving**” as their vision showed a slight preference towards “**elected officials**” over “**people in the community**”.

Considering the needs of People now vs. Future generations

- Those who chose “**Sustainable**” as a vision showed a greater preference towards the needs of future generations.
- Those who chose “**Economically thriving**” had the lowest consideration for future generations compared to other dreams selected.

Voices

When considering which voices matter, those who selected:

- “**Culturally rich**” showed an increase in importance of “**Mana whenua (iwi / hapū)**” voice
- “**Economically thriving**” showed an increase in importance of “**Business owners**” voice.