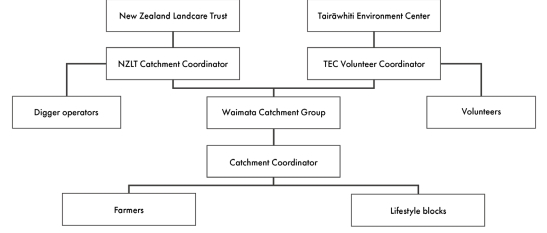
# The Value of Catchment Groups in times of Adversity

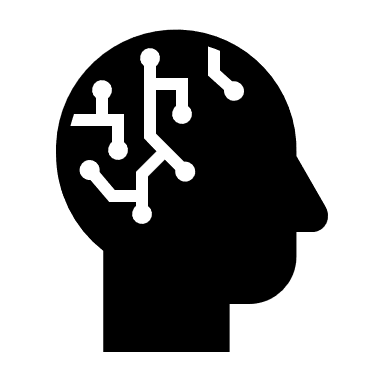
Take home messages

* Have a well established catchment group
* Know your numbers
* Tell your story
* Have a town base

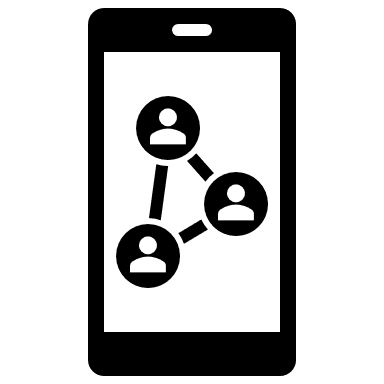
Week 1

* Door to door assessment
* Applied for support on behalf of farmers
* Coordinated volunteers
* Build a plan.

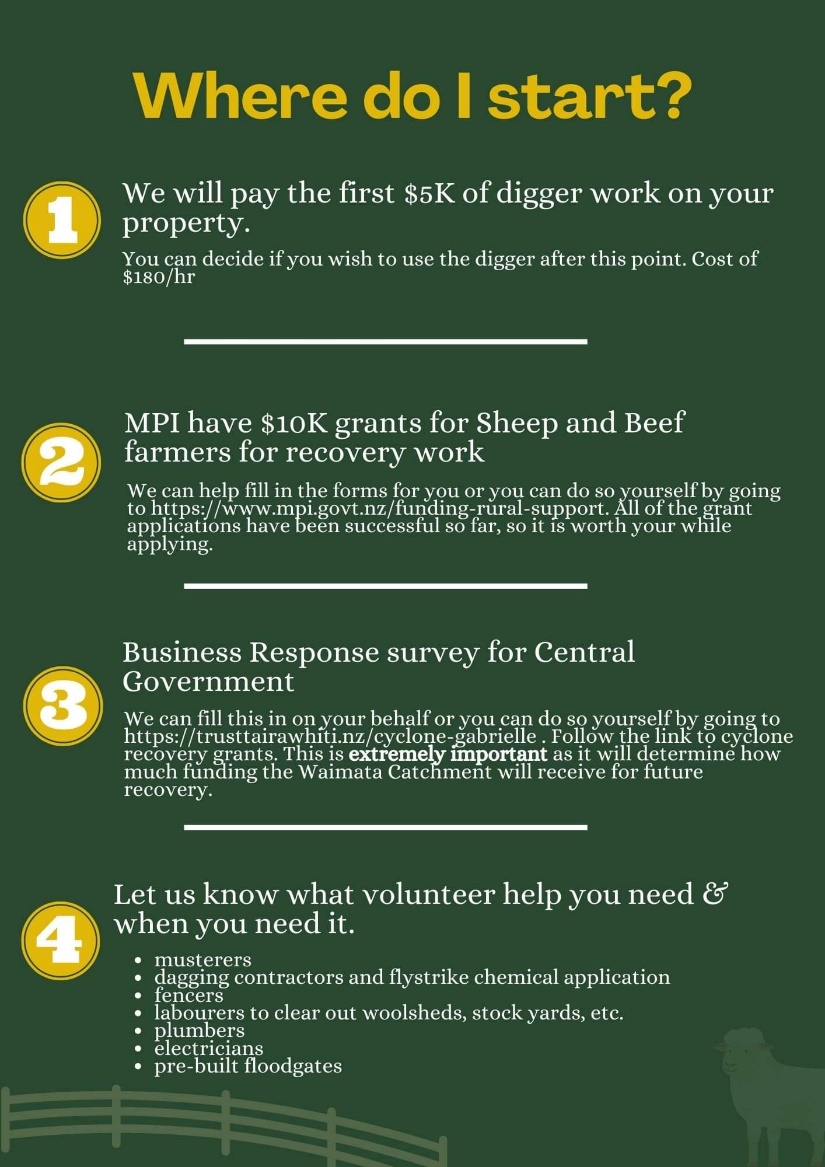


The equation of health

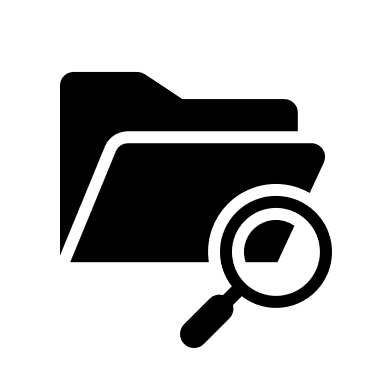
* Repaired infrastructure = $ + animal welfare.
* Fixed $ flow + animal welfare = stress alleviated.
* Alleviation of stress = we don't lose businesses or people.

Tell your story

* Video
* Images
* Have a face for your campaign
* Story = support
* Your story brings in $, diggers, volunteers and resources.

Week 2

* Communicate a clear plan forward.
* Volunteer fatigue.
* Capitalise on funding now!

Know your numbers

* How many properties
* Km’s of boundary fence
* Km’s river frontage
* Km’s primary and secondary tracks
* Ha of river flats
* A solid contact list

Urban Volunteers

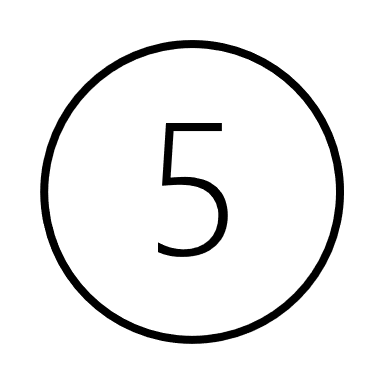
* People want to help
* A volunteer coordinator is key
* You need tools, food, trailers and a jobs list
* These volunteers free farmers up to farm

Week 3

* Govt support should be kicking in.
* Community resilience wavers.
* Coordinator exhaustion.
* Your situation is old news…

Week 4

* Bring in outside resources.
* Deliver on funding goals and farmer priorities.
* Back off workload.
* Apply for funding and volunteer support.

Week 5 onwards

* It’s not going away in a hurry…
* Build a solid report that can generate more $
* Ministers and media are looking for positive stories. Contact them directly

**In the end it comes down to community**

* **Catchment groups are key**
* **A town base**
* **Great coordinators**
* **Tell your story**
* **Act fast**

We are grateful to Sam Gibson – Te Tairāwhiti NZ Landcare Trust Coordinator for sharing these learnings

Notes Prepared by Otago Catchment Community from Sam Gibson’s June Presentation to Otago Communities, 2023

