



People’s Panel: Dunedin Destination Plan

March 2017

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1. Key Findings

There were 209 responses to this survey.

- A majority of the panellists agreed or strongly agreed with the following statements:
 - More people in Dunedin would benefit the Dunedin economy (78%)
 - More people in Dunedin would enhance the social fabric and diversity of our communities (73%)
 - More people in Dunedin would provide more cultural opportunities (72%)
- Almost half of the panellists (44%) disagreed or strongly disagreed that more people in Dunedin would provide benefits for our natural environment and only 22% of the panellists agreed or strongly agreed with the statement.
- More than half of the panellists (65%) agreed or strongly agreed that overall, more people in Dunedin would benefit Dunedin and its people.
- A majority of the panellists (77%) agreed or strongly agreed that more visitors to the city (including tourists) would benefit Dunedin.
- Almost all of the panellists (93%) agreed or strongly agreed that more investment and business in the city would benefit Dunedin.
- Over half of the panellists agreed or strongly agreed with the following statements:
 - More students coming to the city would benefit Dunedin (67%)
 - More residents living in the city would benefit Dunedin (67%)
- 57 respondents suggested promoting positive qualities of Dunedin, including the great quality of life, reasonable cost of living and housing, great outdoors and strong communities.
- 14 respondents suggested providing better opportunities for business start-up and investment.
- 12 respondents suggested enhancing the public transport, and another 12 respondents suggested promoting the cultural and creative vibe of Dunedin.
- 11 respondents emphasised the importance of quality over quantity, suggesting that a small volume of high quality visitors is important for Dunedin.
- 10 respondents stated that the current marketing campaign of Dunedin is good and should stay as is, while 9 respondents stated that there is no need nor the capacity for more growth and visitors to Dunedin.

2. Background

2.1 Survey Background

The Dunedin City Council is currently developing the Dunedin Destination Plan which takes a city-wide approach to marketing and managing Dunedin as a compelling destination for prospective visitors, students, investors, businesses and residents. The purpose of this survey was to find out the Panellists' views on how to develop Dunedin as a compelling destination.

2.2 About the Dunedin People's Panel

The Dunedin People's Panel aims to provide an opportunity for people in Dunedin to get involved with a range of Dunedin City Council issues, giving feedback by completing online surveys.

The Panel ideally supplements other research, using consultation to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they come from a range of backgrounds and have a range of involvement with the DCC.

The People's Panel is not a statistically representative sample of the Dunedin population because panellists choose to sign up. The DCC encourages representation from a variety of groups on the Panel to obtain a wide range of views and continues to improve participation from groups that are under-represented. At the time of surveying, there were 1,437 people registered with the Panel including residents of each community board area and a range of age and ethnicity groups. Furthermore, the information provided by the Panellists is not verified.

For more information about the Dunedin People's Panel visit the Panel's website at www.dunedin.govt.nz/peoplespanel.

2.3 Methodology

This survey was open from Tuesday 7 February to Friday 17 February. In total 209 completed surveys were received.

The feedback has been analysed in two ways:

- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts.
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

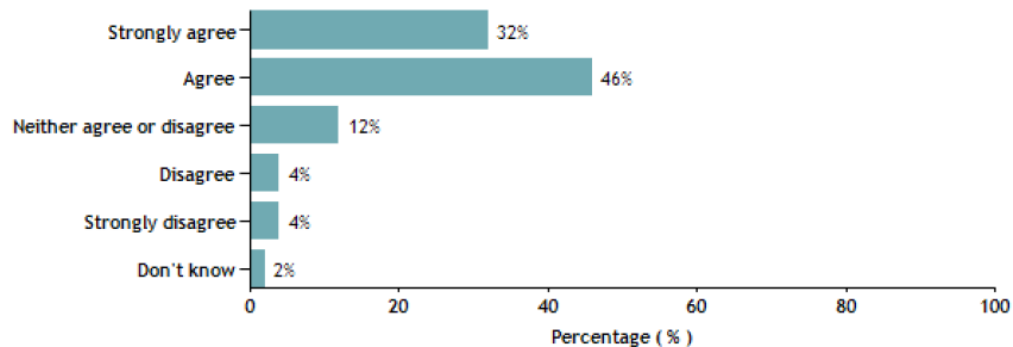
Please note that results in charts presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

3. Survey Results

3.1 Question 1A

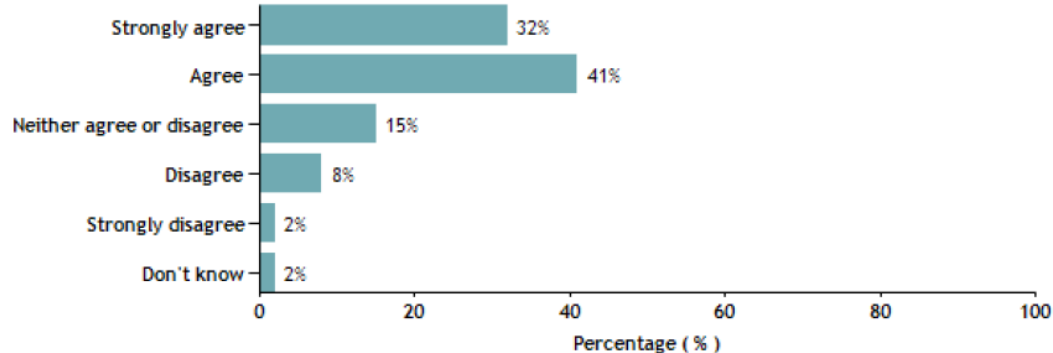
The survey asked 'Do you think more people coming to Dunedin will benefit our way of life? Please indicate the extent to which you agree with the following statements.'

- i. *More people in Dunedin would benefit the Dunedin economy.*



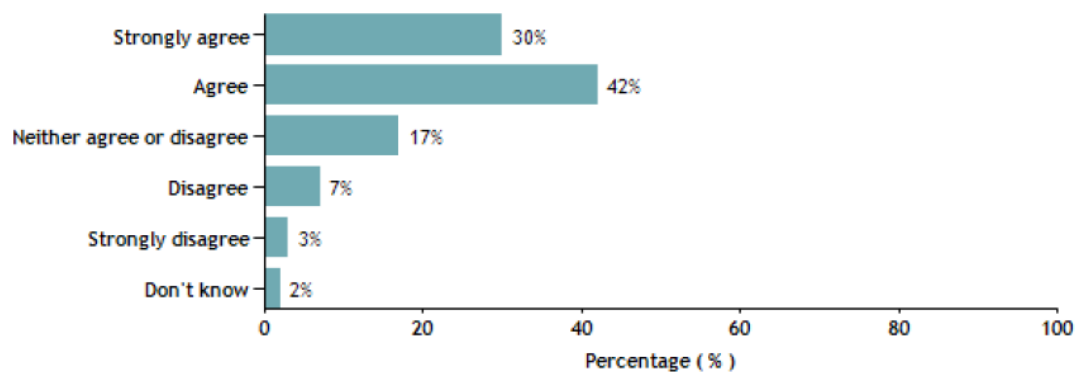
A majority of the panellists (78%) agreed or strongly agreed with this statement. 12% of the panellists neither agreed nor disagreed with the statement, and 8% either disagreed or strongly disagreed with it.

- ii. *More people in Dunedin would enhance the social fabric and diversity of our communities*



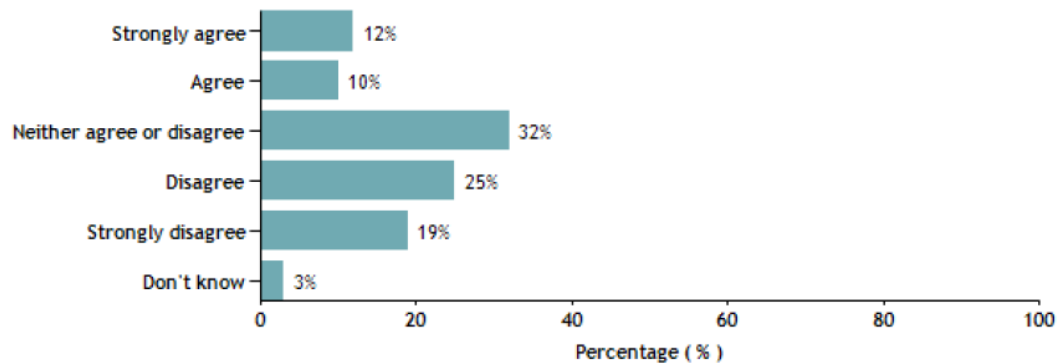
A majority of the panellists (73%) agreed or strongly agreed with this statement. 15% of the panellists neither agreed nor disagreed with the statement, and 10% either disagreed or strongly disagreed with it.

- iii. *More people in Dunedin would provide more cultural opportunities*



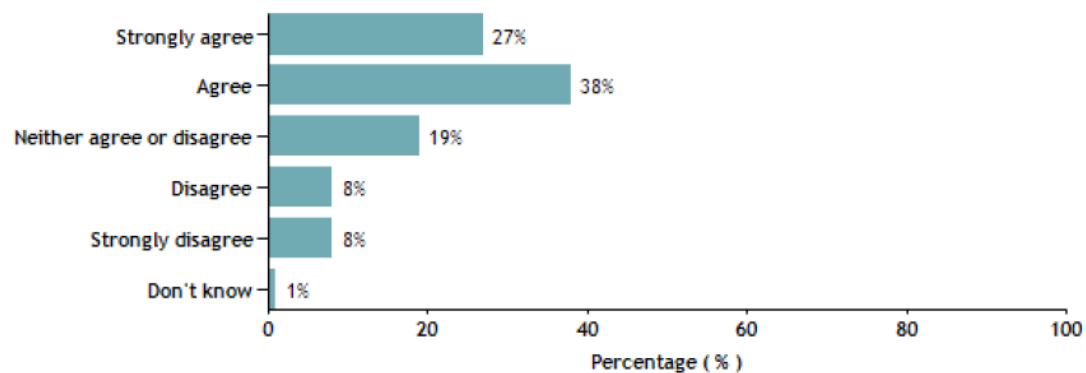
A majority of the panellists (72%) agreed or strongly agreed with this statement. 17% of the panellists neither agreed nor disagreed with the statement, and 10% either disagreed or strongly disagreed with it.

iv. *More people in Dunedin would provide benefits for our natural environment.*



Almost half of the panellists (44%) disagreed or strongly disagreed with this statement, and 32% neither agreed nor disagreed. Only 22% of the panellists agreed or strongly agreed with the statement.

v. *Overall, more people in Dunedin would benefit Dunedin and its people.*

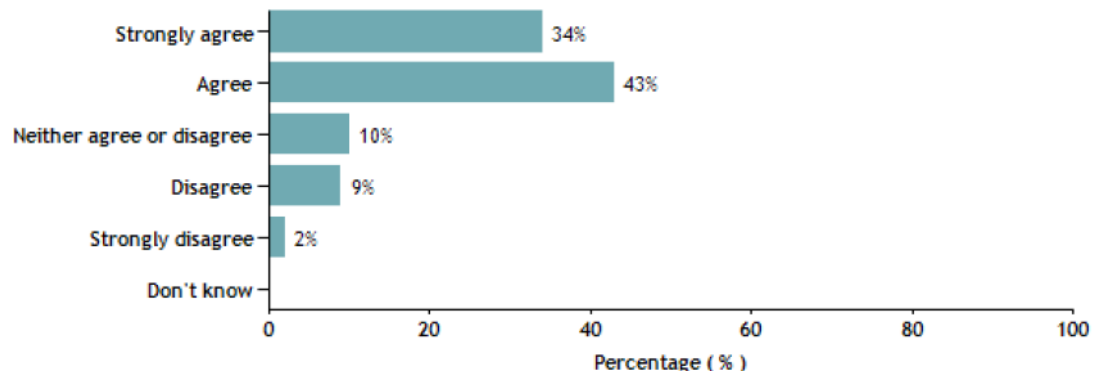


More than half of the panellists (65%) agreed or strongly agreed with this statement. 19% of the panellists neither agreed nor disagreed, and 16% either disagreed or strongly disagreed with it.

3.2 Question 1b

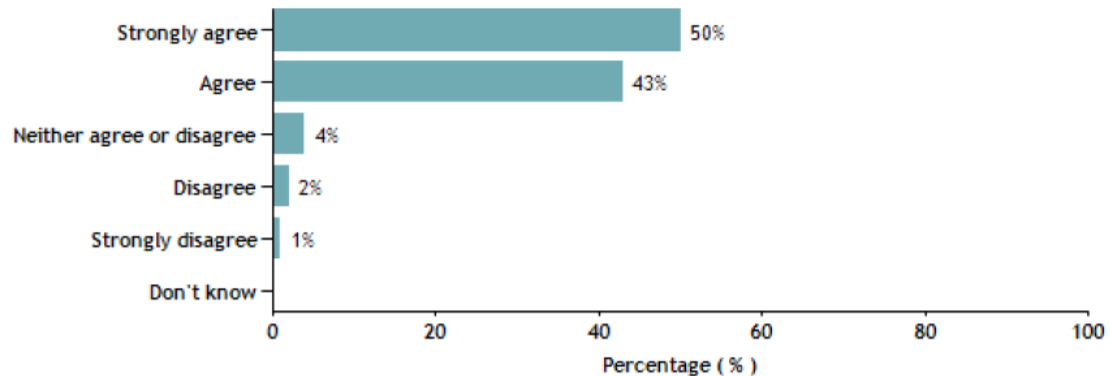
The survey asked '*Do you agree or disagree with the following statements?*'

i. *More visitors to the city (including tourists) would benefit Dunedin*



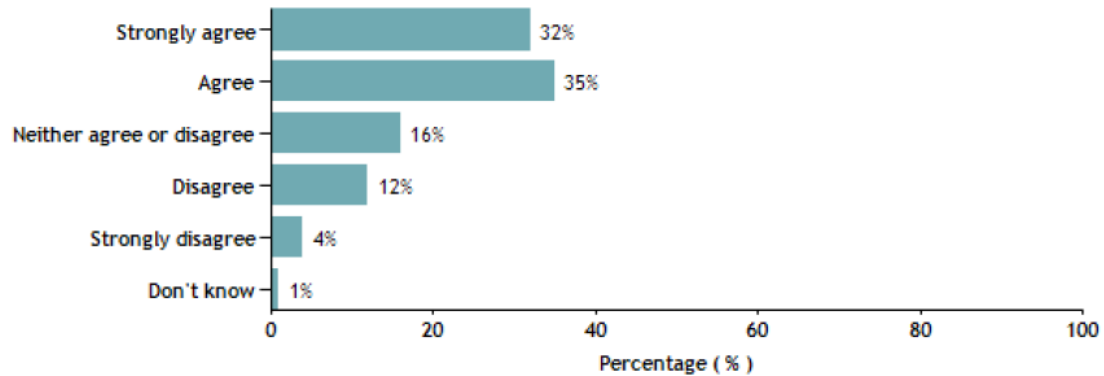
A majority of the panellists (77%) agreed or strongly agreed with this statement. 10% of the panellists neither agreed nor disagreed with the statement, and 11% either disagreed or strongly disagreed with it.

ii. More investment and business in the city would benefit Dunedin



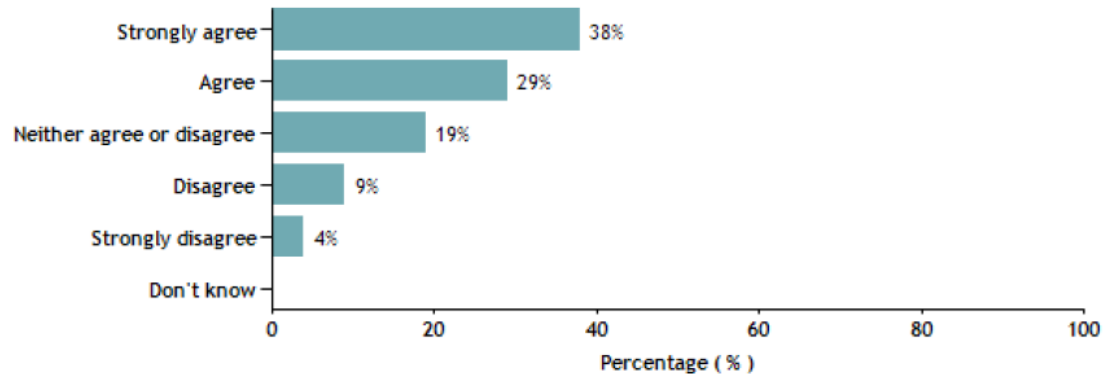
Almost all of the panellists (93%) agreed or strongly agreed with this statement. 4% of the panellists neither agreed nor disagreed with the statement, and 3% either disagreed or strongly disagreed with it.

iii. More students coming to the city would benefit Dunedin



Over half of the panellists (67%) agreed or strongly agreed with this statement. 16% of the panellists neither agreed nor disagreed with the statement, and 16% either disagreed or strongly disagreed with it.

iv. More residents living in the city would benefit Dunedin



Over half of the panellists (67%) agreed or strongly agreed with this statement. 19% of the panellists neither agreed nor disagreed with the statement, and 13% either disagreed or strongly disagreed with it.

3.3 Question 1C

The survey asked 'Do you have any comments or suggestions on how we might market and manage Dunedin as a compelling destination to prospective visitors, students, business people, investors and residents?'

Comments about...	Number of responses
Promote positive qualities e.g. great quality of life, great outdoors, great education, reasonable cost of living and housing, heritage, strong communities, accessible	57
Better opportunities for businesses (start-up and investment)	14
Enhancing public transport	12
Promote creative and cultural vibe	12
Small volume but high value visitors	11
No change, current marketing is good	10
No need/capacity for growth	9
Promote externally, have cheap airfares	7
Encourage new developments	5
Create job opportunities	5
Support IT sectors	5
Protect environment, enhance resilience	5
Have a point of difference	4
Improve parking	4
Offer incentives for start-up businesses	4
Other comments	57

Selection of comments:

- *"Demonstrate the positive aspects of living here: - a great way of life, a city with resources, easy transportation, good schools, strong communities, sports and educational opportunities, including a reputable university, green environment, etc. Housing is of course a problem, with entry level houses being so difficult to acquire. Many potential first homes are now investment properties for those who are wealthy. Effort into ensuring rental properties are up to scratch is therefore essential as this is where many young families are housed for long periods of time."*
- *"Allow businesses to set up here. Give them an incentive to do so. Allow it to be easy to establish a business or build something without a lot of red tape."*
- *"Dunedin is nice because it's not crowded. There are plenty of great, crowded places in the world to visit and live in, so why would the world need another one? As a crowded place (and Dunedin feels crowded very quickly), we would lose our best feature, which is that we are a small, laid-back and compact city with a feeling of having just enough of everything without being over-stuffed."*
- *"Keep doing what you are doing. Provide incentives to attract business and investors. Help the university and polytechnic to attract students and help these two institutions and secondary schools to attract international students."*
- *"I love Dunedin because it is a small city, any bigger and we will get more problems too, increased house prices and more pressure on also current infrastructure. I don't see more as always better."*
- *"Manage - improve bus services - routes. Provide much more information about taking care in the natural environment and check on visitor behaviour. The pressure of visitors on the very reasons that Dunedin is attractive is threatening - 'empty' beaches and clear scenery. 'Improving' roading to destinations ruins the very charm of the journey. Lighting places that should be kept dark threatens the mystique of the night."*

4. How will the results be used?

The People's Panel findings will be used to inform the draft Dunedin Destination Plan which will be presented to Council for approval. Once approved, the draft document will be released for public consultation. Once the consultation period has finished, the document will be finalised based on the feedback received and then presented to Council for final adoption.

Appendix 1: Respondent Profile

	All Respondents n = 209	Percentages (%) n = 209	Census 2013 data (%)
GENDER			
Female	106	50.7%	52%
Male	103	49.3%	48%
Prefer not to say	0	0	
AGE			
15-24 Years	2	1.0%	21%
25-34 Years	7	3.3%	11%
35-44 Years	24	11.5%	11%
45-54 Years	40	19.1%	13%
55-64 Years	47	22.5%	12%
65 Years or older	88	42.1%	15%
Prefer not to say			
ETHNICITY*			
European	187	89.5%	88%
Maori	10	4.8%	8%
Pacific Island	0	0%	3%
Asian	1	0.5%	6%
Other	16	7.7%	2%
Prefer not to say	8	3.8%	
GEOGRAPHIC AREA			
Andersons Bay/Waverley	16	7.7%	5%
Blueskin Bay	7	3.3%	1%
Caversham	8	3.8%	3%
Concord/Corstophine/Kew	3	1.4%	4%
Fairfield	2	1.0%	2%
Green Island/Abbotsford	4	1.9%	4%
Helensburgh/Balmacewen	3	1.4%	2%
Inner City	11	5.3%	6%
Leith Valley	2	1.0%	1%
Maori Hill	10	4.8%	3%
Mornington	8	3.8%	5%
Mosgiel	18	8.6%	8%
Musselburgh/Tainui	5	2.4%	3%
North East Valley	15	7.2%	6%
Outer Peninsula	2	1.0%	1%
Outram/Momona	7	3.3%	3%
Peninsula	9	4.3%	2%
Pine Hill	8	3.8%	2%
Port Chalmers/Purakanui	6	2.9%	2%
Roslyn/Belleknowes	15	7.2%	3%
South Coast	8	3.8%	3%
South Dunedin	3	1.4%	3%
St Clair	4	1.9%	3%
St Kilda	3	1.4%	3%
Strath Taieri	0	0%	1%
Taieri	1	0.5%	3%
Three Mile Hill	7	3.3%	5%
University	1	0.5%	7%
Waikouaiti/Karitane	4	1.9%	2%
Wakari	8	3.8%	3%
West Harbour	9	4.3%	3%
Outside Dunedin	1	0.5%	
I'd prefer not to say	1	0.5%	

* Includes all people who stated each ethnic group, whether as their only ethnic group or as one of several. Where a person reported more than one ethnic group, they have been counted in each applicable group. As a result percentages do not add up to 100.