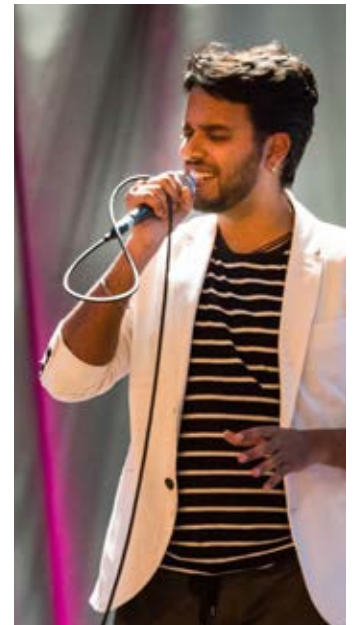




Welcoming Communities
TE WAHAROA KI NGĀ HAPORI

Southland Murihiku Welcoming Plan

2019





Nau mai haere mai ki Murihiku, Welcome to Southland

Foreword From Our Regional Leaders

As leaders of this thriving and expansive region, we recognise that a regional approach to fostering diversity and inclusion will underpin the success of our future communities.

Southland has been selected as one of five pilot areas for the Immigration New Zealand Welcoming Communities programme, and as such becomes a forerunner of the Welcoming Movement operating across the world.

This movement encourages the development of a worldwide network where an inclusive approach is adopted to welcome new people to our communities.

To guide the implementation of this approach in Southland, and to encourage greater interaction between people, a Welcoming Plan has been developed for Southland/Murihiku.

We are proud to endorse this Welcoming Plan and know that Southland will rise to the occasion to build on the inclusive foundations already set in the region.

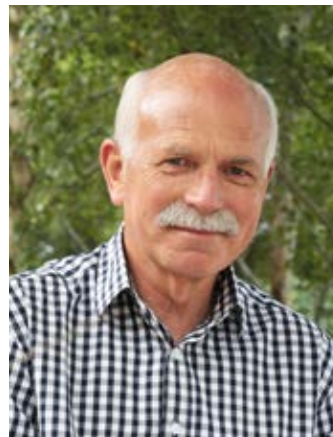
The challenge is now over to you to join us in embracing this welcoming approach, to get involved, and help make Southland the most welcoming place possible!



Sir Tim Shadbolt, KNZM
Invercargill City Council Mayor



Gary Tong
Southland District Council Mayor



Tracy Hicks
Gore District Council Mayor



Nicol Horrell
Environment Southland Chairman



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Executive Summary

Ten councils across five regions, including Southland, are working to implement Welcoming Communities, a pilot programme led by Immigration New Zealand working in partnership with the Office of Ethnic Communities and the New Zealand Human Rights Commission.

The programme has been developed in recognition that communities are healthier, happier and more productive when newcomers are welcomed, and participate fully in society and the local economy.

Southland is unique in that it has four individual councils that work together for the benefit of the region. By participating in this initiative, Southland councils take a leadership role in encouraging their communities to be more welcoming, and in doing so support the region's growth and development.

The Southland/Murihiku Welcoming Plan has been developed through collaboration with councils, iwi and the wider community. A survey carried out as part of the pilot found that Southland is viewed as a welcoming region by newcomers, with a range of activities for new arrivals and local residents already on offer. Feedback from the survey provided direction on how we can raise awareness of these activities even more.

With strong foundations identified, the survey provided an opportunity for the Southland community to identify new welcoming practices, and offer suggestions on what is needed to make Southland an even more welcoming environment.

The Southland/Murihiku Welcoming Plan addresses the need identified to centralise welcoming information and to develop a deeper appreciation of the different cultures in Southland. To contribute to this and build a stronger and more diverse Southland region, the Southland/Murihiku Welcoming Plan has identified a range of activities and projects that will develop a sense of belonging for newcomers, celebrate diversity, and encourage

social, cultural and economic participation.

It is through these projects and activities that Southland will become accredited as a 'Welcoming Community', according to the New Zealand Welcoming Communities standard.

The plan outlines who is responsible for specific actions and projects, the associated timeframes for completion with a four pronged implementation approach, and is aligned with the eight outcomes identified in the Welcoming Communities standard:

- Inclusive Leadership
- Welcoming Communications
- Equitable Access
- Connected and Inclusive Communities
- Economic Development, Business and Employment
- Civic Engagement and Participation
- Welcoming Public Spaces
- Culture and Identity







Welcoming Communities Context

Welcoming Communities has been developed in recognition that communities are healthier, happier and more productive when newcomers are welcomed and participate fully in society and in their local economy.

Southland has been selected as one of five regions across New Zealand to participate in the pilot programme and work towards accreditation, alongside:

- Tauranga/Western Bay of Plenty (Tauranga City Council and Western Bay of Plenty District Council)
- Whanganui (Whanganui District Council)
- Palmerston North (Palmerston North City Council)
- Canterbury (represented by the Ashburton and Selwyn District Councils)

At the heart of the pilot programme is the Welcoming Communities Standard which provides a benchmark for what a successful welcoming community looks like. Each of the regions involved with the pilot programme have developed a welcoming plan that

aligns with the outcomes identified in the standard and guides their community towards accreditation.

Where previous settlement initiatives focused primarily on supporting newcomers, Welcoming Communities extends its approach to actively involve members of the receiving communities in welcoming activities. This new approach focuses on building strong connections between local residents and new arrivals.

The Welcoming Communities initiative is part of a global movement which aims to encourage local communities to pro-actively welcome new arrivals. Successful examples of programmes around the world include Cities of Migration in Canada, Welcoming America in the United States of America and Welcoming Cities in Australia. With involvement in this programme, Southland joins others as forerunners of this welcoming movement.



Why Southland

Southland/Murihiku is New Zealand's southernmost region. It consists mainly of the south-western portion of the South Island and Stewart Island/Rakiura. With over 3.1 million hectares and 12% New Zealand's total land area, Southland is New Zealand's second largest region and is bounded to the west, south and east by over 3,400 km of coastal stretch.

Southland is unique in that the territorial local authorities consists of four individual councils, Southland District, Invercargill City, Gore District and Environment Southland, that work together for the benefit of the region. This successful example of council collaboration makes Southland an ideal region to pilot the Welcoming Communities programme.

Southland, like other regions, is facing a workforce shortage due to an ageing population. It is recognised that by developing a welcoming environment will help attract more people to

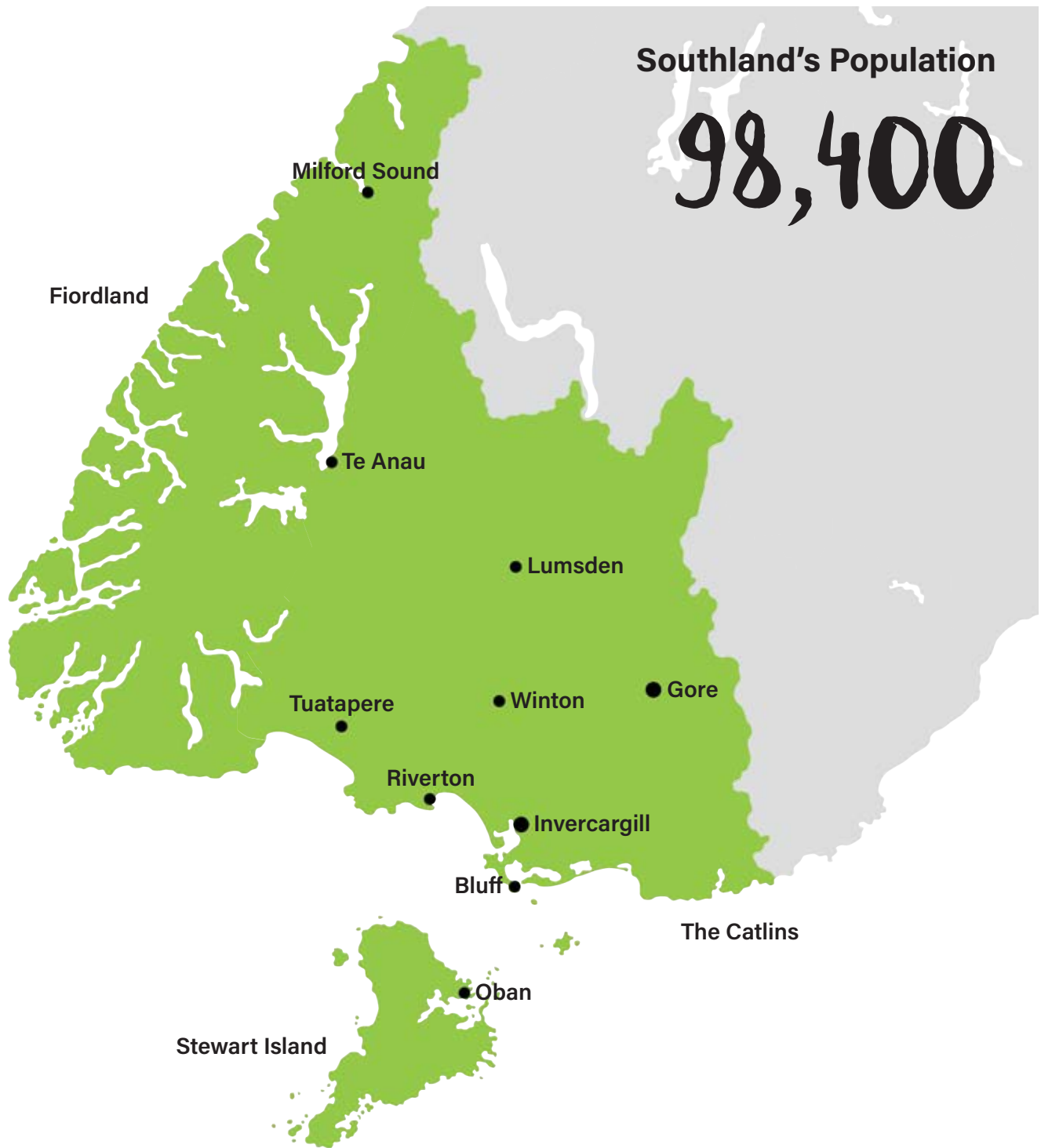
the region, retain those already here, and counter the projected workforce shortage.

The Southland/Murihiku Welcoming Plan will provide a framework to assist with attracting and retaining people, helping to make sure newcomers that come, stay.

10.2%

of people currently living in Southland were born overseas





Data from 2013 Census

Southland's Major Ethnicities

89%
European

13%
Maori

2.1%
Pacific Peoples

3.2%
Asian

0.4%
Middle Eastern,
Latin American,
African

Welcoming Plan Development

The Southland/Murihiku Welcoming Plan has been created through extensive consultation and collaboration.

Embracing the importance of this initiative, Southland's four governing territorial councils – Southland District, Invercargill City, Gore District and Environment Southland – have been proactive in analysing their services through a cultural lens.

The information gained from this exercise has played an important role in accessing the welcoming environment Southland offers and the welcoming processes of our councils will continue to be reviewed as the plan is rolled out.

Also significant to the development of the plan was the information gathered through community workshops and surveys that focused on asking Southlanders how Southland could become a more welcoming place.

To oversee the implementation of the Welcoming Plan, the Southland Welcoming Communities Advisory group was formed. The group consists of council and iwi representatives and is supported by the Office of Ethnic Communities, Immigration New Zealand and Great South.

Given Southland's regional approach to the pilot programme, a number of regional projects have been identified to contribute to Southland becoming accredited according to the national standard.

To encourage successful accreditation, Immigration New Zealand has provided advice, assistance and support throughout the plan development and will continue to support actions and projects outlined with the programme.





Southland/Murihiku Welcoming Plan Outcomes and Actions

The Southland/Murihiku Welcoming Plan is guided by the New Zealand Welcoming Communities Standard that is made up of eight key outcomes. The actions and regional projects identified by the Southland community are aligned with these outcomes.

1

Inclusive Leadership

Local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents.

3

Equitable Access

Opportunities to access services and activities and to participate in the community are available to all.

2

Welcoming Communications

People of all cultures and backgrounds feel included, listened to and well informed through a range of ways that take into account their different communication needs.

4

Connected and Inclusive Communities

People feel safe in their identity and are connected with, and belong in, the community. There are high levels of trust and understanding between members of the receiving community and newcomers.





5 Economic Development, Business and Employment

Communities maximise and harness the economic development opportunities that newcomers can offer. Councils work with business associations to promote the contribution that newcomer business owners and skilled migrants make to the region's economy.

6 Civic Engagement and Participation

Newcomers feel welcome to fully participate in the community. Newcomers are active in forms of civil participation.

7 Welcoming Public Spaces

Newcomers and receiving communities feel welcome in and comfortable using public spaces.

8 Culture and Identity

There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by members of the community. There are opportunities to learn about each other's cultures.

Each outcome has a table in the following pages dedicated to outlining its objectives and actions, when they will take place and who is involved.

These outcomes and actions will ensure we achieve our goal of becoming Welcoming Communities accredited.

Key

These terms are used throughout the eight outcome tables in the following pages:

All Councils	Invercargill City Council, Southland District Council, Gore District Council, & Environment Southland
GS	Great South
WCAG	Welcoming Communities Advisory Group

1. Inclusive Leadership

Local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents.

Number	Action	Timeframe	Who Is Involved
1.1	As the indigenous people of New Zealand, Māori – represented by tangata whenua, mana whenua, iwi and hapu and/or other hapori Māori – have a prominent role in Welcoming Plan activities.		
1.1.1	Consult and partner with tangata whenua to develop and implement a suitable welcome protocol for Southland newcomers to be used in all regional welcoming activities and initiatives.	Year 1	All councils, tangata whenua and GS
1.1.2	Enhance partnerships between councils, tangata whenua and community leaders through the implementation and monitoring of the Southland/Murihiku Welcoming Plan.	Ongoing	All councils, tangata whenua, GS and community leaders
1.1.3	Explore the potential to work with tangata whenua throughout the programme to align aspirations, and represent these in the development and implementation of welcoming activities.	Ongoing	Tangata whenua, GS and WCAG
1.1.4	Ensure active participation from tangata whenua, mana whenua, iwi and hapu and/or other hapori Māori through representation or inclusion on the Welcoming Communities Advisory Group.	Ongoing	Tangata whenua, GS and WCAG
1.2	Leaders – both designated and unofficial – reflect the diversity in the local community.		
1.2.1	Councils to engage with multicultural communities to promote leadership opportunities in local government.	Year 1	All councils, GS and WCAG



1.3 Leaders model the principle of inclusiveness, openness, tolerance, respect and acceptance of all cultures in the community.

1.3.1	Continue the leadership and participation of all councils in citizenship ceremonies and cultural celebration events.	Ongoing	All councils
1.3.2	Engage with and continue to support and build community groups who are providing opportunities, including leadership opportunities for newcomers.	Ongoing	All councils
1.3.3	Continue to build awareness of and champion welcoming and inclusive practices among local cultural groups, organisations, groups, agencies and businesses.	Ongoing	All councils and GS

1.4 There are clear roles, responsibilities and ownership within council and in the wider community for the Welcoming Communities programme.

1.4.1	Further develop the advisory group and establish appropriate resources to monitor the implementation of the Southland/Murihiku Welcoming Plan.	Ongoing	All councils, GS and WCAG
1.4.2	Build and maintain mutually beneficial Welcoming Communities relationships locally, regionally and nationally.	Ongoing	All councils, GS and WCAG

1.5 The internal and external policies, services, programmes and activities of councils recognise and address cultural diversity.

1.5.1	As council policies, services, programmes and activities reach renewal, review and update where appropriate.	Year 1 - Ongoing	All councils
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1.6 A range of leadership opportunities in the councils and wider community are available to and taken up by newcomers.

1.6.1	Promote leadership opportunities for newcomers such as mentoring and internships within the councils, businesses and the wider community.	Year 1	All councils and the community
1.6.2	Councils, youth and agencies involved in youth development promote opportunities for youth leadership to eligible newcomers.	Year 1	All councils, Southland District Youth Council, Invercargill City Youth Council and Gore District Youth Council

2. Welcoming Communications

People of all cultures and backgrounds feel included, listened to and well informed through a range of ways that take into account their different communication needs.

Number	Action	Timeframe	Who Is Involved
2.1 The community is well informed about the local benefits of immigration and the Welcoming Communities programme, including success stories.			
2.1.1	Conduct an ongoing informative communications campaign to promote the principles of the programme to the receiving community.	Year 1	All councils, GS and WCAG
2.1.2	Develop and implement a comprehensive regional approach to providing timely and useful information to newcomers.	Year 1	GS and WCAG
2.1.3	Utilise community and information hubs as central welcoming points and places for both the local community and newcomers to access welcoming information.	Year 1	All councils and GS
2.1.4	Investigate how to consistently brand and label 'Welcoming Communities' initiatives in Southland.	Year 1	All councils and WCAG
2.1.5	Increase the cultural diversity of material, language and imagery used in council communications.	Ongoing	All councils and GS
2.2 The councils are well informed about newcomers to their region and pro-actively seek data about newcomers from relevant sources.			
2.2.1	Use available data sources such as Statistics New Zealand and Immigration New Zealand to better understand the demographics of the Southland community and share this information within the councils and the wider community.	Ongoing	All councils
2.2.2	Develop and maintain a database of newcomer 'touch points' and 'welcome hosts/champions*' to enable ongoing communication, support and education of the touch point organisations.	Ongoing	GS and Citizens Advice Bureau

* Touch points and welcome hosts/champions include: The Local Settlement Network, supermarkets, medical centres, hospitals, libraries and council offices etc.



2.3 The councils engagement with all residents is two-way, culturally appropriate and fit for purpose.

2.3.1	Develop a cultural intelligence training component focused at all customer focused staff.	Year 1	All councils and GS
2.3.2	Ensure existing promotional materials used in social media, tourism brochures, welcoming banners and city signage reflects the cultural diversity in the Southland region.	Ongoing	All councils and GS
2.3.3	Design support documentation on best practice techniques when employing or engaging with newcomers.	Year 1	GS

2.4 Council communication materials and messages are inclusive and reflect the diversity of the local community. Councils encourage other agencies, businesses and organisations to follow this model.

2.4.1	Develop a library of culturally appropriate images for use in publications and other media communications.	Year 1	All councils, GS, WCAG and Southland Multicultural Council
2.4.2	Partner with local emergency services to develop specific emergency visual language presentations/information sheets for newcomers.	Year 1	All councils, Emergency Management Southland and Road Safety Southland
2.4.3	Establish regular positive profiles in local media to highlight individuals, organisations and initiatives, new and existing, showcasing positive newcomer stories and relevant information.	Ongoing	All councils and GS





3. Equitable Access

Opportunities to access services and activities and to participate in the community are available to all.

Number	Action	Timeframe	Who Is Involved
3.1	Councils partner with local businesses, organisations and sector to identify and address barriers for newcomers to accessing services and participating in the community.		
3.1.1	Ensure all welcoming communications, content and messaging are consistent, inclusive and welcoming.	Ongoing	All councils and GS
3.1.2	Investigate ways to make the regional welcoming portal more accessible to local communities and newcomers.	Year 1	GS and WCAG
3.2	Councils and other organisations in the community research, design and deliver services that take account of the different circumstances (for example, rural/urban) and cultural backgrounds of all service users, including newcomers.		
3.2.1	Understand barriers for newcomers accessing various services, activities and events and refer where appropriate.	Year 1	All councils and GS
3.2.2	Promote free WiFi at council libraries.	Year 1	All councils
3.2.3	Consider how people will travel to events when planning events particularly in rural areas.	Ongoing	All councils, GS and the community
3.2.4	Continue to grow and promote the Southland Local Settlement Network.	Ongoing	GS
3.3	All community members are well informed about the services available in the community. Newcomers are made aware of, and are using, the services.		
3.3.1	Partner with providers of existing community databases to assist with updating and extending where necessary to develop a resource of local social, recreational, sporting, arts and other groups.	Year 1	GS and Citizens Advice Bureau

4. Connected and Inclusive Communities

People feel safe in their identity and that they are connected with and belong in the community. There are high levels of trust and understanding between members of the receiving community and newcomers.

Number	Action	Timeframe	Who Is Involved
4.1	Coordinated, comprehensive and appropriate initial welcoming support services are available from councils, other agencies and community organisations.		
4.1.1	Develop a comprehensive 'Welcome to Southland' pack.	Year 1	All councils and GS
4.1.2	Create and regularly update a 'Welcome to Southland' page on the SouthlandNZ website which links to council and organisation pages, known as the 'Welcome Portal'.	Year 1	All councils and GS
4.1.3	Support and promote organisations which are welcoming 'touch points' or 'welcome hosts/champions' for newcomers (see 2.2.2).	Ongoing	All councils and GS
4.2	The receiving community is well equipped and supported to welcome and interact with newcomers.		
4.2.1	Support providers of locally-led initiatives by supporting those who deliver them and build the capability and capacity in the local and regional communities.	Ongoing	All councils
4.2.2	Ask locals for their ideas on how to be more involved in welcoming activities.	Year 1	All councils
4.2.3	Investigate the suitability of a community-led buddy system or welcoming network for newcomers and implement if viable.	Year 1	All councils
4.3	Members of the receiving community and newcomers build relationships and are at ease with connecting and learning about and from each other.		
4.3.1	Explore long term funding options for sustainable, innovative and welcoming initiatives in rural Southland with local community workers.	Ongoing	Southland District Council, Gore District Council and GS
4.3.2	Encourage community service clubs to grow membership by looking at opportunities for newcomer participation.	Ongoing	GS
4.3.3	Help facilitate the local community, iwi and the Department of Conservation (DOC) to educate newcomers about the value of the local environment, as well as Southland's identity and history.	Ongoing	Iwi, Department of Conservation and GS
4.4	Different cultures are celebrated and people are supported to express their cultural beliefs and customs, including language and religious practices.		
4.4.1	Identify key events (including exploring new event opportunities) which reflect the principles of the Welcoming Communities programme and encourage participation for all, as well as providing support for organisers where possible.	Year 1	All councils and GS
4.4.2	Ensure information about events is easily accessible to newcomers by ensuring alignment of event calendars to the Welcome Portal.	Year 1	All councils and GS

5. Economic Development, Business and Employment

Communities maximise and harness the economic development opportunities that newcomers can offer. Councils work with business associations to promote the contribution that newcomer business owners and skilled migrants make to the region's economy.

Number	Action	Timeframe	Who Is Involved
5.1	Newcomers, including international students, are supported to access local employment information, services and networks.		
5.1.1	Support international student networks through the coordination and promotion of existing events.	Year 1/ Ongoing	Southern Institute of Technology (SIT) and local schools
5.1.2	Increase the number of internship and/or work experience opportunities for newcomers.	Year 1/ Ongoing	SIT, tertiary training providers, Chamber of Commerce and local businesses
5.1.3	Ensure awareness of the Southland "Jobs Portal/Pop Up Job Shop" events and online services and promote through all mediums and 'touch points'.	Year 1	GS
5.1.4	Establish events to connect international students, services and networks.	Year 1	GS, SIT, tertiary training providers, Chamber of Commerce and service clubs
5.2	Newcomers, including international students, are supported with the local knowledge and skills to ensure they can operate successfully in the New Zealand work environment, either as a business owner or an employee.		
5.2.1	Promote existing resources, events, activities and business support initiatives such as business mentoring to newcomers and the wider community.	Year 1	All councils, GS and Citizens Advice Bureau
5.3	The receiving community recognises the value of diversity in the workplace, of newcomers' contribution to the region's growth and of the resulting wider economic benefits.		
5.3.1	Design supporting material for local organisations, businesses and individuals on best practice techniques when engaging with newcomers; eg Welcome Cue Cards.	Year 1	GS
5.4	Local employers and workforces develop their intercultural competency.		
5.4.1	Develop a cultural understanding education programme and resources for interested businesses and organisations (see 2.3.1); eg Employers Toolbox.	Year 1	All councils and GS
5.5	Mutually beneficial connections and initiatives are set up with migrant business people by local business community and professional networks.		
5.5.1	Formally recognise organisations which are more culturally diverse and inclusive for example; through local business awards.	Year 1	All councils, GS and Chamber of Commerce





6. Civic Engagement and Participation

Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civil participation.

Number	Action	Timeframe	Who Is Involved
6.1 Council's elected members and staff effectively communicate with newcomers to promote their engagement in local government processes.			
6.1.1	Facilitate opportunities for the local community and newcomers to meet local government leaders.	Year 1	All councils
6.2 Newcomers are encouraged and enabled to get involved in local government and civil society.			
6.2.1	Provide seminars where students propose solutions to issues in their communities to increase the practice of civic values.	Year 1	GS
6.2.2	Encourage participation by newcomers into the central and local body election campaigns, voting processes, and national census.	Year 1	All councils
6.3 Newcomers' efforts and achievements in civic participation and community life are acknowledged and celebrated.			
6.3.1	Recognise the contribution and achievements made by newcomer individuals or organisations (see 5.5.1 and 2.4.3).	Year 1/ Ongoing	Chamber of Commerce and Southland Multicultural Council





7. Welcoming Public Spaces

Newcomers and receiving communities feel welcome and comfortable using public spaces.

Number	Action	Timeframe	Who Is Involved
7.1	The design and operation of public spaces and facilities are culturally appropriate and reflect the diversity of the community.		
7.1.1	Incorporate inclusiveness and interaction in the wider community when planning new projects e.g. 'placemaking' initiatives.	Year 1/ Ongoing	All councils, GS and the community
7.1.2	Promote the accessibility of public spaces to newcomers and encourage their use.	Year 1	All councils and GS
7.2	Welcoming public spaces provide opportunities to build trust and relationships between newcomers.		
7.2.1	When redevelopments are planned ensure they encourage interaction, engagement and enjoyment of public spaces for the diverse community.	Year 1/ Ongoing	All councils and GS
7.2.2	Support new and existing artistic initiatives and events that encourage inclusiveness and diversity.	Year 1	All councils and GS
7.3	Public spaces and buildings create a sense of community ownership and inclusion for all, including newcomers.		
7.3.1	Investigate options for community-led initiatives to occur in public spaces to create a sense of community ownership.	Year 1	All councils and GS



8. Culture and Identity

There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by members of the community. There are opportunities to learn about each other's cultures.

Number	Action	Timeframe	Who Is Involved
8.1	Receiving communities and newcomers share and celebrate their cultures with each other, facilitated by the councils and others in the community.		
8.1.1	Develop an ongoing 'Welcome to Southland' seminar on the Southland culture.	Year 1	All councils and GS
8.1.2	Encourage newcomers and existing residents of all cultures to celebrate significant cultural occasions.	Year 1/ Ongoing	All councils and GS
8.2	Newcomers and the receiving community understand what values they each hold dear.		
8.2.1	Develop, promote and celebrate the Southland story with newcomers and locals alike.	Year 1	All councils and GS
8.2.2	Work with the ethnic and cultural groups of Southland to increase awareness and understanding of the various cultures that exist in the region to local residents.	Year 1	GS

Implementation

Implementation of the Southland/Murihiku Welcoming Plan, and the accreditation of Southland as a 'Welcoming Community' according to the New Zealand Standard, will be achieved by prioritising activities into the following areas:

- Developing regional projects
- Encouraging council planning
- Partnering with tangata whenua
- Fostering community partnership and support



Developing Regional Projects

Southland's geographic size and large number of diverse communities is a considerable challenge for the region. To address this challenge, several regional projects have been identified that will contribute to Southland being seen as a welcoming and inclusive environment. The projects will encourage local communities, businesses, councils and other touch point organisations to adopt a consistent approach in welcoming newcomers to the region.

The projects will be further scoped, defined and

prioritised by the Southland/Murihiku Welcoming Communities Advisory Group and Great South. Implementation will be in year one.

The regional projects are designed to:

- Improve and centralise welcoming information and activities
- Establish a regional hub and framework
- Provide a simple 'one stop welcoming shop' for newcomers
- Promote Welcoming Communities initiatives to newcomers

Project	Description	Linked Standard
Southland Welcome Portal	Investigate existing digital and online portals which currently target newcomers (southlandnz.com) with a view to developing and promoting a single regional portal which would become a 'one stop welcoming shop' for newcomers.	2.1.2 3.1.2 4.1.2 4.4.2 5.1.3
Southland Newcomers 'Welcome Packs'	Partner with organisations which are 'touch points' or 'welcome hosts/champions' and local communities to collate welcoming information into digital "Welcome Packs" for new arrivals to the region.	2.1.2 2.1.3 2.2.2 2.3.3 2.4.2 4.1.1
Southland Community Welcome Resources	Design resources to inform local organisations, businesses and individuals on best practice techniques when engaging with newcomers.	1.1.3 2.1.2 5.3.1 5.4.1
Southland Welcome Video	Investigate creating a welcome video (or series of videos) which would showcase Southland hospitality with local Mayors, tangata whenua and local communities. The video would be used as a promotion tool for attracting people to Southland.	2.1.2
Southland Cultural Intelligence Training	Develop a seminar that provides cultural competency training to foster cultural knowledge between newcomers and local businesses, council staff, touch point organisations and the local community.	2.3.1 5.4.2 8.1.1 8.2.1
'Welcome to Southland' Seminar	Ensure alignment with a key regional project identified in the region's development plan (and supported by MBIE) called the "Southland Story". This will seek to redefine what it is to be a Southlander as well as how this can be shared with new arrivals and visitors, international students etc.	8.2.1
Welcoming Protocols	Consult and partner with tangata whenua to develop and implement a suitable welcome protocol for Southland newcomers to be used in all regional welcoming activities and initiatives.	1.1.1
Communication Campaign	Promote the benefits of diverse communities and the Welcoming Communities initiatives across the region.	1.3.3 2.1.1 2.4.3 3.1.1 4.4.1 8.2.2
Council Template Southland	Develop a council focussed checklist that reinforces NZ Standard elements to help support regional accreditation goals.	Majority of standards

Encouraging Council Planning

The Southland/Murihiku Welcoming Plan provides councils with knowledge of the Welcoming Communities Standard, and the regional approach of the programme. While councils are committed to implementing regional projects and supporting community initiatives, the next step is for individual councils to develop their own welcoming plans. These plans will elaborate on the key projects identified in the Southland/ Murihiku Welcoming Plan and align with other council aspirations, projects and processes.



Partnering With Tangata Whenua

Southland aims to become accredited by partnering with tangata whenua during the creation and implementation of the Southland/Murihiku Welcoming Plan, and development of regional projects.





Fostering Community Partnership and Support

The Welcoming Plan implementation requires establishing supportive partnerships with the local community.

These partnerships will build upon the capacity and capability of Southland communities through increased awareness and interaction between the host community and those new to the region.

Community support is essential for implementation of the Southland/Murihiku Welcoming Plan and will be achieved through:

Communications Campaigns	Promote the benefits of diverse communities and the Welcoming Communities initiatives across the region.	1.3.3 2.1.1 2.4.3 3.1.1 4.4.1
Welcoming Touch-Points	Partner with 'welcoming touch-point organisations' (ie LSN, supermarkets, medical centres, hospitals, real estate agents, council offices and other settlement services) to identify newcomers and enable faster referrals to welcoming information. This will include supporting and educating these organisations on welcoming practices.	2.1.2 2.1.3 2.2.2 2.3.3 2.4.2
Events	Identify key events, and explore new event opportunities, which reflect the principles of the Welcoming Communities programme and encourage participation for all.	4.4.1 4.4.2

Please Note: There are overlapping areas with the council approach and planning. This is why all initiatives will be coordinated through the Southland Welcoming Communities Advisory Group and Great South.





Conclusion

Welcoming Communities has been developed in recognition that communities are healthier, happier and more productive when newcomers are welcomed and participate fully in society and in the local economy.

Southland was selected as one of five regions across New Zealand to participate in the pilot programme and has, as a result developed this Southland/ Murihiku Welcoming Plan.

This plan will assist in creating a welcoming environment for those new to the Southland region and help to develop a sense of belonging through a range of activities that celebrate diversity and encourage social, cultural and economic participation.

A number of actions and projects have been identified in this plan that will encourage Southland to become accredited according to the New Zealand Welcoming Communities Standard.

These projects will be developed and lead to accreditation by encouraging council planning, partnering with tangata whenua and fostering community partnerships.

With community support, this plan will lay the foundation for inclusion and diversity across the region. It will ensure that newcomers feel welcome and contribute to attracting more people to Southland.

Welcoming Communities is about every member of the community having the opportunity to shape and participate in welcoming activities. The projects, initiatives and activities identified in this plan will create a stronger and more prosperous Southland region.

We are grateful for the feedback that helped shape this plan and look forward to growing Southland's culturally diverse and welcoming culture.



Present members of the Welcoming Communities Advisory Group

Acknowledgements

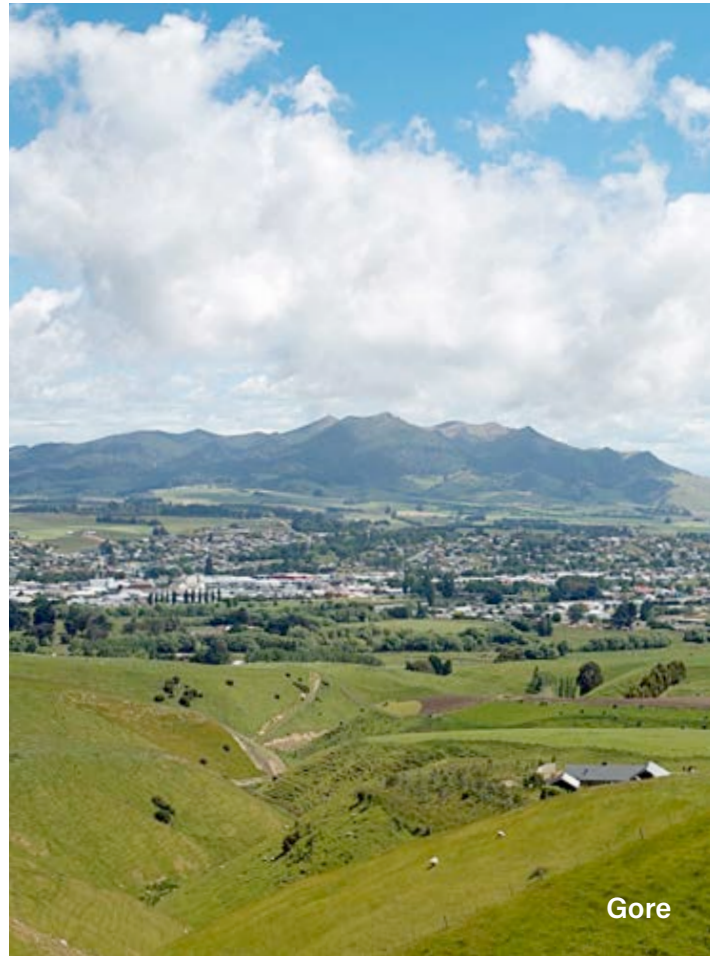
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Southland



Gore



Invercargill