PLANNING AND STRATEGY COMMITTEE MEETING

4 March 2019

5 Deputation - Manawatū River Source to Sea
   1. Presentation - Source to Sea

6 Presentation - Ben Foster
   1. Presentation - Ben Foster - New Palmerston North City flag
MANAWATŪ RIVER SOURCE TO SEA

A Community-led movement to replenish nature across the Manawatū River Catchment

04/03/2019 - Palmerston North City Council
Deputation to PNCC Planning and Strategy Meeting 04 March 2019

Thank you – it is great to work with a Mayor and Councillors who together with Council staff are willing to make a difference.

- Palmerston North City Council’s ongoing investment into the Environment Sector is very much appreciated.
- The contribution towards funding for Manawatū River Source to Sea will help to move faster towards collective action.
What we are seeking from you today:

- Inclusion of Manawatū River Source to Sea in your strategic planning and policy work:
  - To engage with community to increase collective impact; and
  - To collaborate on leveraging new funding for the city and region
    - Think Dunedin Predator Free 2050 ($15m)
    - Think Taranaki Biodiversity ($11.7m)
25 organisations and community groups moving towards collective action:

A Rocha Manawatu
Water Protection Society
RECAP
Te Ao Turoa Environmental Centre – Rangitaane o Manawatu
Stoney Creek Catchment Care Group
Ashhurst Action Group
Ahimate Reserve Community
Green Corridors Palmerston North
C.T. Keeble Memorial Forest Trust
Te Kāuru Eastern Manawatū Hapū Collective
Source to Sea objectives align with city vision and goals:

**An innovative and growing city**
- Research and monitoring of urban environments
- Social Enterprises

**A connected and safe city**
- Physically connected network

**A creative and exciting city**
- Community mana and pride
- Community collaboration and empowerment

**An eco-city**
- Enhanced biodiversity
- Terrestrial and aquatic experiences
- Nature-based experiences
<table>
<thead>
<tr>
<th>Mobilising and empowering community to take collective action and have a collective impact:</th>
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<tr>
<td>Removing plastic from our streams and food chains</td>
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<td>Achieving Predator Free 2050</td>
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<td>Increasing indigenous plantings in urban areas</td>
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<td>Optimising land use – finding new models to replenish natural resources</td>
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<td>Citizen science – educating – actioning – monitoring</td>
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<td>Nature based experiences and connectivity via walking/cycling trails</td>
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<td>Making the regeneration of the mauri of our whenua and awa our “business” – social enterprises</td>
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Pit Park – an urban showcase
Scaling up - Te Āpiti UNESCO Geopark?
Join us and be part of the change!

Plastic – Palmerston North City is at the forefront of citizen science and engagement with community to find solutions.

Our citizen science data collection project aims to discover how intense is plastic pollution in Palmy’s waterways – and create a strategy to improve the situation.

Be part of this change with us.

Community events during March and April.

PALMY’S PLASTIC POLLUTION CHALLENGE
ITEM 5 - ATTACHMENT 1

Predator Free 2050
The city has made a great start.

Source to Sea is keen to see the city initiative connect on a large landscape basis.
“Nature Calls”
An Opportunity for Dialogue
We are looking forward to:

- Scaling up the strategic conversations to:
  - Achieve collective impact
  - Leverage the city’s population in attracting new funding for the city and region:
    - Predator Free 2050 – Making large landscape connections
  - Creating new opportunities together
    - Include UNESCO Geopark opportunity in Manawatu River Network
    - Social enterprises making the care for nature our business
Organisation Chart

Showing the Source to Sea Programme as part of Environment Network Manawatu Incorporated Society

ENM
Communication – Coordination – Networking

- Biodiversity
- Food Action
- Sustainable Living

Biodiversity Cluster
Collective Action

Source to Sea Programme

ENM Management Committee

Advisory Board

General Coordinator (PT)

Communicator (PT)

Administrator (PT)

Programme Coordinator (TBC)
A NEW FLAG FOR PALMERSTON NORTH

A proposal to improve our flag

Benjamin Foster
The benefits of good city flags

- Good city flags evoke a sense of pride in both the flag and the city – flag as place maker
- Brings people together under a common piece of symbolism

The below flags are everywhere in their city – and people love it
What makes these flags good?

The basic guidelines for good flag design – as by NAVA

1. Keep it simple
2. Use meaningful symbolism – including the colours and patterns
3. Use 2–3 basic colours
4. No lettering, seals or coat of arms
5. Be distinctive or be related
SYMBOLISM

THE GREEN RANGES OVERLOOKING THE CITY

THE CITY'S 2 STREAMS AND THE MANAWATŪ RIVER

THE URBAN FORM / IMPORTANCE TO MĀORI

THE LUSH MANAWATŪ PLAINS THE CITY SITS ON

The wave makes it easy to interpret as a river, but also makes the image dynamic when stationary.
Benefits

- Small investment but a large potential social capital gain
- Improves the civic identity of the city
- Easy to implement as the symbolism is already ingrained in civic culture
- Economic gain from this new city branding – unique souvenirs
- Green compliments the city's abundance of vegetation – 'clean and green' image
Opportunities

- Already support for a new common symbol of the city
- A large number of unused flag poles in the city – CBD alone has ~20

*Coincides with the #PalmyProud campaign*
  - What’s a better way to show you’re Palmy Proud than flying our flag?
Why do we bother with a flag when we have other problems?

Why not give Palmerston North something to rally under and feel proud of while facing these problems?
Small City Benefits, Big City Ambition;

Great cities have great flags, so why doesn’t Palmerston North?

[Flag Image]