

## Visual Identity Project

Feb - Mar 2015 (ISSUE 18)

### From his Worship the Mayor, Craig Little

The Wairoa District Council and Te Mātārae o Te Wairoa Trust have joined forces to initiate the Visual Identity Project with the first stage of the project 'Kohia nga whakaaro - Gathering your thoughts' questionnaire being sent out now as part of this 'Wairoa In Focus' community newsletter.

The Visual Identity Project is about creating a strong identity for Wairoa. For too long we have let others determine for us what Wairoa and our district looks like. This project is about us determining for ourselves and creating our identity, a strong and vibrant identity. Celebrating all that is good about us, our unique characteristics, and our potential. Showcasing Wairoa regionally, nationally and internationally.

The questionnaire in this newsletter will ask you a series of questions about your perceptions of the district and I urge you to really consider what is being asked of you. We will also make the questionnaire available online and through facebook and we are trying to reach as many Wairoa people as possible, including our Wairoa expats, and we want you all to spread the word about this project.

This will be a great opportunity for people from the community to come together and to talk about what makes our region special.

The project will culminate in a three day community event from March the 16th - 18th. 'Kohia nga whakaaro - Gathering your thoughts' - let us know what you think, what the key things are that define us as a district. Please complete the questionnaire enclosed and return to Council.

### Chair - The Wairoa Horizon Trust

*Bruce Kenyon*

The Wairoa District Council and Te Mātārae o Te Wairoa Trust (The Wairoa Horizon Trust) are leading an important community exercise to develop a visual identity for our community. The visual identity will represent the district's people, places, culture and history. It will be used to strengthen and unite our community and give us an identity that can be used locally, nationally and internationally to promote our district.

Wairoa is ready for positive change and we are inviting everyone to be involved in this opportunity to help define our community. Timing is everything and the time for positive change is now.

There are three stages to the Visual Identity Project. Stage 1 involves a five week communications campaign to create awareness about the exercise across the entire district. The campaign will include distribution of packs to all schools, businesses and community groups, questionnaire distribution to all residents via Wairoa In Focus as well as advertising and media exposure, and



will culminate in a community 'expo' in mid-March.

Stage 2 will be the development of a visual identity which encapsulates the key findings of Stage 1. Stage 3, the implementation stage, will see the identity brought to life in all future communications regarding the Wairoa district, including signage, tourism promotion, advertising and social media.

As Chair of Te Matarae o Te Wairoa Trust I am pleased that we are partnering with Council on this project and we will be eager to see the outcomes of this first stage, 'Kohia nga whakaaro - Gathering your thoughts'. The project's outcomes will provide the Trust with a clear profile of the Wairoa district which it can use to inform and progress the economic development initiatives that it is involved in.

### FOR YOUR DIARY

#### COUNCIL MEETINGS

24 March  
28 April

#### COUNCIL FORUM

10 March  
14 April

#### MAORI STANDING COMMITTEE

13 March  
17 April

*Meetings and Forums are held at the Queen Street office council chambers, and are open to the public unless otherwise specified.*

# Kohia ngā whakaaro...Gathering your thoughts...

The Wairoa District Council and Te Mātārae o Te Wairoa Trust are leading an important community exercise to develop a visual identity for the District that will represent our people, places, culture and history. It will be used to strengthen and unite our community and give us a comprehensive visual identity that can be used locally, nationally and internationally to promote our District.

This questionnaire is designed to find out your thoughts and feelings about the Wairoa District. Please answer the following questions and give us as much feedback as you can. The more information you provide the better our new identity will reflect our community.

This is your opportunity to help shape the future of the Wairoa District, make sure you have your say!

## QUESTIONNAIRE

### People

1. Imagine that the Wairoa District is a person. Which of the following words best describe them?

*Please circle all words you think best describe the District as a person.*

Wild	Beautiful	Strong	Spirited	Adventurous	Creative	Easy-going	Dynamic
Energetic	Fearless	Friendly	Gentle	Intelligent	Honest	Authentic	Humorous
Reliable	Quiet	Powerful	Practical	Resourceful	Versatile	Warm-hearted	Unassuming
Pro-active	Calm	Adaptable	Charming	Loyal	Tidy	Sincere	Determined
Modest	Rugged	Natural	Genuine	Affectionate	Real	Pioneering	Bold

Other: \_\_\_\_\_

### Places

2. When you're away from home and people ask you where you're from.....What do you say?

\_\_\_\_\_

\_\_\_\_\_

3. How do you describe the districts geographical location. ie Northern Hawke's Bay, East Coast, Top of the Bay.

\_\_\_\_\_

4. Where do you live now? *circle one*

Frasertown	Iwitea	Kaitawa	Kotemaori	Mahanga	Mahia	Mohaka
Morere	Nuhaka	Ohuka	Onepoto	Opoutama	Oraka	Putere
Raupunga	Ruakitiri	Te Reinga	Waikaremoana	Wairoa	Whakaki	Tuai
Ardkeen	Other	_____				

### History

5. In your opinion, what are the most important historical events that have shaped this District?

\_\_\_\_\_

\_\_\_\_\_

6. List all the places of significance within the district that you identify with.

\_\_\_\_\_

\_\_\_\_\_

### Culture, Arts and music

6. What type of imagery would best depict the Wairoa District? *Circle all that appeal. These are examples and do not depict final design.*



Traditional



Abstract



Town Logo



Still Life



Symbols



Water Colour



Photography



Modern



Contemporary



Typography



Sculpture



Pop Art



Simple Graphics



Scenic Photography



Carving

7. When you think of the Wairoa District, what type of music do you think of?

\_\_\_\_\_

8. When you think of the Wairoa District, what colours do you think of? *Tick all that appeal*



### Recreation and Activities

9. What activities do you enjoy doing in the District?

\_\_\_\_\_

### Industry / Business

10. In your view, what are the key businesses and industries that are most important to the District?

\_\_\_\_\_

If you have any further comments or ideas not represented in the questionnaire feel free to add an additional page

**Age:** (please circle) 10 and under 11-17 18-25 26-40 41-65 Over 65

**Gender:** (please circle) Male Female

**Ethnicity:** Maori NZ European

Other, please specify \_\_\_\_\_

If you would like to go in the draw to win a prize, please complete (we have five unique prizes to be given away, valued at \$249 each) Please note all individual questionnaires will be kept strictly confidential.

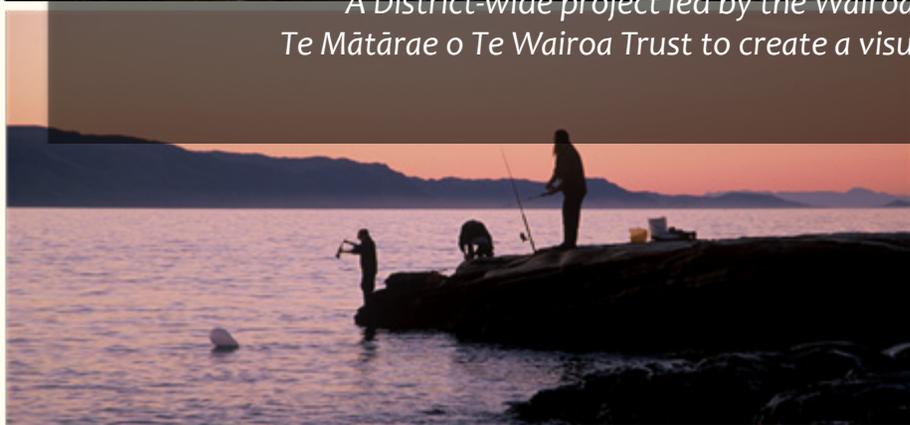
**Name:** \_\_\_\_\_ **Contact Number:** \_\_\_\_\_

Thank you for taking the time to complete this questionnaire. Please return it to the Wairoa District Council (PO Box 54, Wairoa 4160, or drop it in the box at reception) as soon as possible, but no later than **5pm, Wednesday 18 March 2015.**



## Kohia ngā whakaaro – Gathering the Thoughts

*A District-wide project led by the Wairoa District Council and Te Mātārae o Te Wairoa Trust to create a visual identity for our region.*



Thank you for taking the time to complete this questionnaire.  
To return it to us, please:

- Bring it to the Community Expo at Wairoa's Gaiety Theatre on Monday 16<sup>th</sup> – Wednesday 18<sup>th</sup> March 2015
- Drop it in the box at Wairoa District Council reception

- Post it to the Wairoa District Council, PO Box 54, Wairoa 4160

All questionnaires need to be completed as soon as possible, but no later than 5pm, Wednesday 18<sup>th</sup> March 2015.



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