

**1. Do you agree or disagree with our three areas of focus (Living, Working and Learning here; Doing business here; Visiting and playing here) and their associated goals? the changes to restrictions to heavy vehicle movements, one-way roads and turning restrictions?**

**Yes** – the Ashburton Citizens Association agree with the three areas of focus

**2. Do you agree with our draft action plan on pages 12 – 17?**

**Yes** – the Ashburton Citizens Association agree with the draft action plan – however, we note that the pages on the 2023-33 Draft Economic Development Strategy are pages 14 – 20, while the pages in the consultation document are 16 - 21 – so a little confused on which document pages 12 – 17 refers to. Also, it would have been useful if both documents had been consistent in numbering of Objectives and Actions for example - 1.B.4 in consultation document equates to 1.2.D in the 2023-33 Draft Economic Development Strategy, being – *Co-ordinate a full programme of events throughout the year, across the district.*

\*\*\*\*\*  
\*\*\*\*\*

**Name:** Donna Favel - Secretary  
**Organisation:** Ashburton Citizens Association

**YES:** - Ashburton Citizens Association would like to present in Person (scheduled for Thursday 20 July 2023)

\*\*\*\*\*  
\*\*\*\*\*

**3. Does the draft strategy and action plan address what you see as the key issues facing economic development in our district?**

**Yes** – the Ashburton Citizens Association agree that draft strategy and action plan address key issues facing economic development in our district. However, Ashburton Citizens Association do see some opportunities for more to be done and have additional comments **under Question 5.**

**4. The strategy outlines the role Council will play in economic development. Do you agree with this and/or are there any other areas you think we should include?**

**Yes** – the Ashburton Citizens Association agree with the role Council will play in economic development. However, Ashburton Citizens Association do see some opportunities for more to be done and have additional comments **under Question 5.**

**5. Do you agree with this and/or are there any other areas you think we should include?**

While the Ashburton Citizens Association supports the overall direction of the 2023-33 Draft Economic Development Strategy, we have the following observations and inclusions.

\*\*\*\*\*  
\*\*\*\*\*

## **BILINGUAL SIGNAGE**

In a recent submission, the Ashburton Citizens Association (ACA) advised Ashburton District Council (a) that ACA will be submitting to Waka Kotahi supporting bilingual signage (b) requested ADC also submit, on behalf of the Ashburton District residents, in support to Waka Kotahi on bilingual signage and (c) requested ADC implement bilingual signage – for example on parks, venues. We observed the in the old building Ashburton Art Gallery had several bilingual signs in different parts of their premises - kihini / kitchen – heketua / toilet – wahine / female (on toilet) - tane / male (on toilet).

Ashburton Citizens Association appreciated that Ashburton District Council had some Te Reo in the consultation document :-

***A thriving economy is essential for the wellbeing of our community. For this reason, we have spoken with businesses and organisations to understand the key economic development issues in our district and help us develop a new draft kaupapa (strategy) that plans for the future.***

Also pleased to see page 12 – Our Vision - **ASHBURTON: THE DISTRICT OF CHOICE FOR LIFESTYLE AND OPPORTUNITY**

**HAKATERE: TE ROHE KA WHIRIA MŌ TE ĀHUA NOHO, ME TE HAPORI**

However, that was the entirety of Te Reo. ACA support and encourage ADC in their inclusion of Te Reo and would support Karakias being included as best practice at the start of events. Or a significant first step may be for 2023 Te Wiki o te Reo Maori – Ashburton District Council businesses greet in Te Reo or develop their own plans to celebrate.

In the preparation of this submission, we read with interest the submission of Jasaiah Claydon-Wade -> [CLAYDON-WADE,-Jasiah-Tony.pdf \(ashburtondc.govt.nz\)](#)

### **Q.3. - Do you agree with our draft action plan on pages 12 - 17?**

*No, As much as I do agree with the plans set forth, I'm disheartened by the minimal use of Te Reo Māori in the strategy. I worked on this previously during my summer internship 21/22 at council and pushed hard for Te Ao Māori views to be included. The effort whilst appreciated, seems tokenistic to say the least. If reo Māori is being included in this document, it should be consistent throughout. Not just limiting it to one word 'kaupapa' and a vision statement. The gesture seems ingenuous and given the council's history with Māori and mana whenua group - Arowhenua, I hope they were consulted appropriately and fairly.*

**Q.4. - Does the strategy and action plan address what you see as the key issues facing economic development in our district?** *No, No representation of Māori or other ethnic communities that build up the Ashburton community, especially when they are disadvantaged and face more challenges post [1] covid 19 and with the cost of living crisis. There needs to be more focus and attention to the wider community, not just businesses/business owners.*

Ashburton Citizens Association supports Jasaiah Claydon-Wade's request to increase and accelerate usage of Te Reo into Ashburton District Council narratives – media releases, Plans, Strategies, Reports etc.

We have included in APPENDIX A – an excellent opinion piece from Peter Livingstone – published in the Ashburton Guardian on Saturday 10<sup>th</sup> June 2023.

\*\*\*\*\*  
\*\*\*\*\*

## **EVENTS**

One member of the Ashburton Citizens Association asked that we congratulate Ashburton District Council on the recent success of GLOW IN THE PARK event at Tinwald Domain.

While ADC have been calling for feedback on Social Media – not all residents have access, nor are online. The ACA member, had a couple of suggestions to improve the event for next time \* Some form of Public Transport from Ashburton to Tinwald (Buses or Trains – this way vehicles could utilise West Street car park, then shuttle) \* Lights for Portaloos and Toilets \* Some seating available (there was no seating other than in the Food Caravan area + Park Benches that were available were difficult to see in the dark) \* Uneven paths - evened out or lit (the member – does not usually use a walking frame, but was glad they borrowed one to this event as it not only provided seating, but also greater stability when walking in the dark over uneven surfaces.

\*\*\*\*\*  
\*\*\*\*\*

## **SILVER WORK FORCE**

When discussing additional Strategies and Actions – the composition of the meeting attendees highlighted an opportunity.

- \* a 72 year old engineer still fully employed
- \* a 77 year old house cleaner still working close to a full week
- \* a member whose partner at 84 year old partner was driving a digger the next day
- \* an employer, who retained workers past 65 years of age, as they could not find suitable staff to replace them

Next day spoke with:-

- \* a 70 year old still working full time in hospitality
- \* two 66 year olds – who can't retire because their employers can't fill the position

The benefits cited for continuing to work were (a) still wish to feel engaged with the community (b) appreciate the extra income (c) want to feel they are still contributing.

While the Draft Economic Development Strategy has a number of Objectives and Actions on Youth engagement – we saw little around keeping older workers in the employed, or encouraging employers to retain experienced staff in the workplace.

For many years, there have been a lot of studies and much research done predicting the impact that the Baby Boomers retiring, will have on economies locally, nationally and globally.

We are now in the midst of that economic evolution and here are just a few gold nuggets I've mined in preparation of this submission :-

\*\*\*\*\*  
\*\*\*\*\*

**Silver Workforce** -> [Silver Workers Pave Their Own Way in the Workforce \(adecgroup.com\)](http://adecgroup.com)

The **Organisation for Economic Co-operation and Development (OECD)** defines working age as 20 to 64. And according to its estimates, people aged 65 and older

will be 54% of populations in OECD countries in 2050, up from 14% a century earlier.

What's more, it's much cheaper to retain and train existing older workers than to hire new employees. As our [“Future-Proofing the Workforce” report](#) found, the decision to reskill and redeploy instead of laying off and rehiring could save corporations up to \$136,000 per employee.

**Four Generations, one workplace** – And finally, there is one more trend to consider. For the first time ever there are four generations in the workforce. We've got Gen Z, Millennials, Gen X, and Boomers all working at the same time, many of whom bring different perspectives and ideas to the table. Organizations could unleash tremendous untapped potential by recognizing the unique attributes of each generation, ensuring each is valued and represented, and encouraging collaboration between all of them.

\*\*\*\*\*  
\*\*\*\*\*

Perhaps mere coincidence, or thanks to Google algorithms, the following article about New Zealanders retire arrived on my computer. I have summarised into a table, along with proposed changes and planned effective dates.

When are New Zealanders retiring -> [When New Zealanders REALLY retire, and how other countries compare \(msn.com\)](#)

Country	Average	Average Men	Average Women	Current Retirement Age	Proposed Retirement Age	Proposed Change Date
South Africa	58.2	58.2	58.2			
Greece	59.5	60.9	58.1	67		
Turkey	60	60.7	59.3			
Belgium	60.5	60.9	60.1	65		
France	60.65	60.4	60.9		64	2030
Spain	60.7	60.7	60.4	65	67	2027
Poland	61.15	62.2	60.1	65 M / 60 W		
Italy	61.8	62.3	61.3	62		
Austria	62.5	62.5	60.7	65 M / 60 W	65 M / 65 W	2033
Chile	62.75	64.6	60.9	65 M / 60 W		
Canada	63.25	63.9	62.6	65		
Finland	63.3	63.0	63.6	65		
Netherlands	63.35	63.9	62.8	66.3	67	2024
U.K.	63.45	63.7	63.2	66	68	2046
Germany	63.5	63.1	63.2	65.7	68	2042
Denmark	63.65	63.8	63.5	66	67 ... 68 ...	2022 2030

Australia	63.7	64.1	63.3	66	67	2023
Ireland	63.7	63.6	63.8	66		
Norway	64	64.9	63.1	67		
Portugal	64.1	64.9	63.3	66.4	68.4	2050
Mexico	64.35	66.2	62.5	65		
Switzerland	64.5	65.0	64.0	65 M / 60 W		
Iceland	64.75	66.0	63.50	67		
U.S.A.	64.8	64.9	64.7	66	67	2023
Israel	65.1	65.4	64.8	67 M / 62 W	67 M / 65 W	2024
South Korea	65.3	65.7	64.9	62		
Sweden	65.35	65.8	64.9	63	66	2023
Latvia	65.4	66.3	64.5	63.8		
* New Zealand	67.0	68.2	65.8		67	2038

- *No Official Retirement Age in New Zealand – however, pension is paid at 65 years of age.*

\*\*\*\*\*  
\*\*\*\*\*

[Future of work: How to prepare silver workers | Mercer Singapore](#)

*The focus on outcomes broadens the discussion to include the social determinants of health. Such nonmedical factors often hinge on unmet needs, the aspects of an individual’s living and working environment that cause stress or poor health — such as debt, savings gaps, precarious healthcare access, or limited child or elder care, as well as basic needs like housing, food and transportation. Addressing the whole person’s needs is crucial to driving health outcomes across the diverse populations that make up the workforce — and it shows the company truly cares.*

\*\*\*\*\*  
\*\*\*\*\*

[Silver Worker – an essential pillar in companies - ARTS](#)

*Silver Workers also include employees who are entitled to a pension and who appreciate the fun and intellectual challenge at work. A study by the [Institut for labour market and occupational research \(IAB\)](#) shows that as early as 2015 every third company tried to keep employees entitled to a pension. This is particularly successful with shorter and more flexible working hours.*

\*\*\*\*\*  
\*\*\*\*\*

[the-silver-economy-as-a-pathway-to-growth.pdf \(oecd.org\)](#)

*Twenty-first century demography creates imperative for policy reform and cultural change Rapid population ageing is transforming societies and bringing into question existing approaches to economic development and sustainable growth. Increased longevity and declining birthrates across the world are converging to create an unprecedented demographic shift: By 2025 there will be more people over 60 than under 14. As a consequence, the over-65-to-working-age population (15 to 64) ratio is also increasing. Globally, the proportion of people over 65 years old was 10% in 2012, but it is expected to jump to 22% by 2050, according to World Economic Forum estimates. In OECD countries, the ratio is projected to increase, on average, from 23% in 2011 to 35% in 2030. These proportions are, put very simply, fiscally unsustainable*

\*\*\*\*\*  
\*\*\*\*\*

Enjoyed and recommend this video, from the Hong Kong Enquirer -> [Embracing Hong Kong's silver workforce - Bing video](#)

\*\*\*\*\*  
\*\*\*\*\*

[Life Expectancy by Country and in the World \(2023\) - Worldometer \(worldometers.info\)](#)

*The life expectancy for New Zealand in 2023 is **82.80 years**, which is a slight increase from the previous years<sup>1</sup>. In 2021, the average life expectancy for a New Zealander was 81.99 years, which was a drop from the previous year but still higher than 2019<sup>2</sup>. According to data from 2018, the life expectancy at birth in New Zealand in 2015 was 81.86 years, with male newborns expected to live to 80.2 years and female newborns expected to live to 83.6 years<sup>3</sup>. The median lifespan in Nelson is the highest in New Zealand, with men and women having a median lifespan of 78 and 83 years, respectively<sup>3</sup>. Life expectancy in New Zealand has generally increased over the past 150 years, with a slight dip in the late 1910s due to the First World War and influenza epidemic<sup>4</sup>. In 2020, the life expectancy at birth for both sexes combined was 73.2 years, with females having a life expectancy of 75.6 years*

\*\*\*\*\*  
\*\*\*\*\*

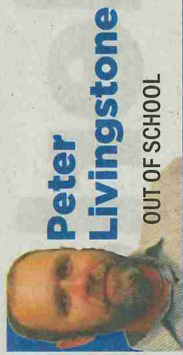
Leader of the Opposition Chris Luxon is quoted as wanting kiwis to have more babies to pay for an aging population – however, this will be a long term remedy APPENDIX B – cartoon – published in the Ashburton Guardian on Saturday 10<sup>th</sup> June 2023. **Ashburton Citizens Association, request that Ashburton District Council develop Objectives around keeping Silver Work Force.**

In closing, Ashburton Citizens Association thanks Ashburton District Council for the opportunity to submit and the Sunday 5.00pm deadline.  
We do greatly appreciate the weekend to finalise our submission and communicate with members who have a little more time over the weekends.



# Bilingual road signs: An issue or thinly-veiled racism?

What's the buzz about bilingual road signs? Is this an actual issue or a very thinly disguised form of racism? Any agenda that advocates for or against Māori in this country gets attention, especially from politicians.



**Peter Livingstone**  
OUT OF SCHOOL

Take the recent example when National's transport spokesman Simeon Brown spoke out against them. He cited confusion for motorists as the issue. Speaking of which, does anyone find the spelling of his first name confusing - is it said like Simon or more like Simian? Maybe if it was on a large sign it wouldn't be so confusing.

But anyway - what a pillock! In an election year when National has decided to visit bowling clubs to launch it's most dazzling slogan ever - "Get NZ Back On Track", racism is trotted out by pale, stale males.

If National truly want things back on track, road signs are the least of its worries - try getting KiwiRail not only on track, but actually functioning. Does anyone else think that the trains sit just on the barrier arm sensor just to annoy me as a road user? Seriously, KiwiRail couldn't get going if it had a mini nuclear warhead up its caboose, let alone

East Street, because we are obviously simple-minded people.

How outrageous that a country overtaken by excommunicated Presbyterians and unemployed chimney sweeps, allows the indigenous language to be seen on the road to Rakaia, or Rangitata, or the Hakatere Huts.

Pale people of the north, rise up, gather your balls (bowling that is) and demand that recognising any other language than you own is confusing!

It's time to write to your attorney.

Rochelle Motel, and eat at Ma Maison, before posting all of their words home. I'll probably visit Pōhātu Penguins before I leave.

The Ministry of Justice has this explanation of racism on its website:

Aotearoa New Zealand has no agreed definition of racism. The Human Rights Commission describes racism as "any individual action, or institutional practice backed by institutional power, which subordinates or negatively affects people because of their ethnicity."

**"How outrageous that a country overtaken by excommunicated Presbyterians and unemployed chimney sweeps, allows the indigenous language to be seen on the road to Rakaia, or Rangitata, or the Hakatere Huts**

The words of Simeon Brown, and therefore his political party, can be defined as racism. He is backed by institutional power. His words negatively affect Māori because he is openly rejecting their language. If a motorist is truly confused by bilingual signs, then get off the road. I face enough risk as a motorist-

cyclist without having confused monolingual drivers turning up in Paraparumu when they should have been in Palmerston North.

Once this attack on another language has run its course, what will be next?

How about being highly offended by numbers? I'm sure I could pick out a set of random numbers like 38, 643, 144, 293, 8, 97 and 98 and be highly offended by them. (Actually those numbers represent cricket scores of significance but I'll let you work that out).

It's easy to Māori bash, especially in an election year. The principle of bilingual signs should not even be an issue. But if you want to gather support, it's an easy one to do, it requires no thinking. No actual understanding of what the main issues are for New Zealanders.

Should this blue-blooded party really wish to get NZ back on track, then how about dropping the 1950s' attitudes and truly connect with the people of this country.

*Peter Livingstone is the principal of Timwald School. The views expressed in this column are his and do not represent the views of his school, the Ashburton Guardian or the Mid Canterbury Principals' Association.*



LUXON CALLS FOR KIWIS TO MAKE MORE BABIES...



> CONTACTS

News tips

Call 03 307-7900

After hours news tips

daisy.h@theguardian.co.nz

Advertising

Call 03 307-7900

sonia.g@theguardian.co.nz

Classifieds

Call 03 3077-900

classifieds@theguardian.co.nz

Missed paper

Call 03 3077-900

> MEDIA COUNCIL

This newspaper is subject to the New Zealand Media Council.

- Complaints must first be referred in writing to editor@theguardian.co.nz
- If unsatisfied, the complaint may be referred to the Media Council, PO Box 879, The Terrace, Wellington 6143 or email info@presscouncil.org.nz
- Further detail and an complaints form are available at www.mediacouncil.org.nz

> LETTERS

We welcome your letters and emails, but:

- No more than 100 words
- We reserve the right to not publish.