

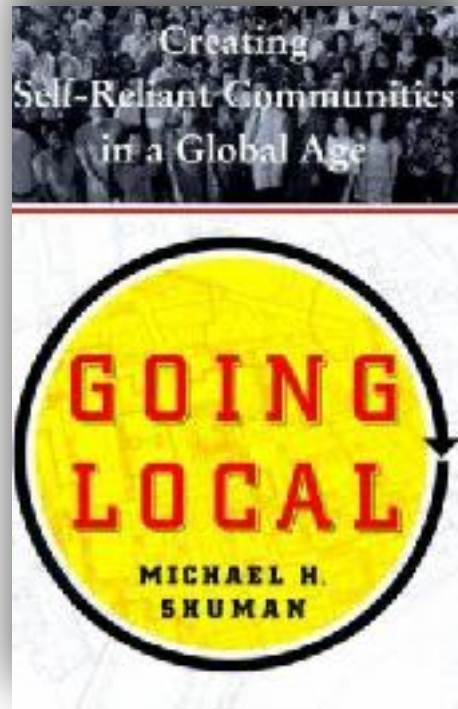


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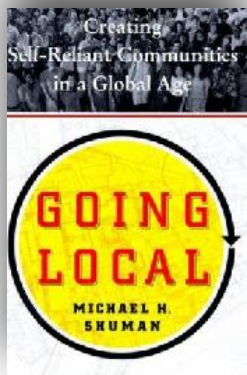
Pulling it all together: imagining a new future for Northland

Clive McKegg





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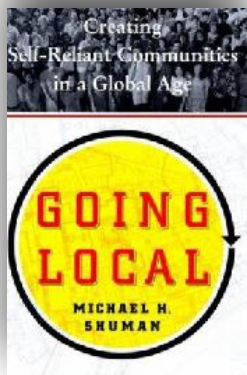
Going local does not mean walling off the outside world. It means nurturing locally owned businesses which use local resources sustainably, employ local workers at decent wages, and serve primarily local consumers. It means becoming more self-sufficient, and less dependant on imports. Control moves from the boardrooms of distant corporations and back to the community, where it belongs (p6)



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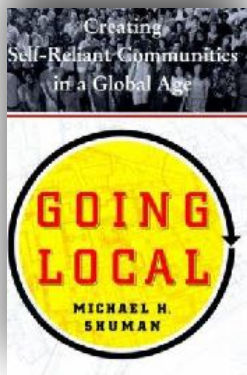
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The only way communities can ensure their economic well-being is to stop chasing multinational firms with no community loyalties, and start investing in community corporations. Prosperity follows when ownership, production, and consumption become intimately connected with place. (p7)



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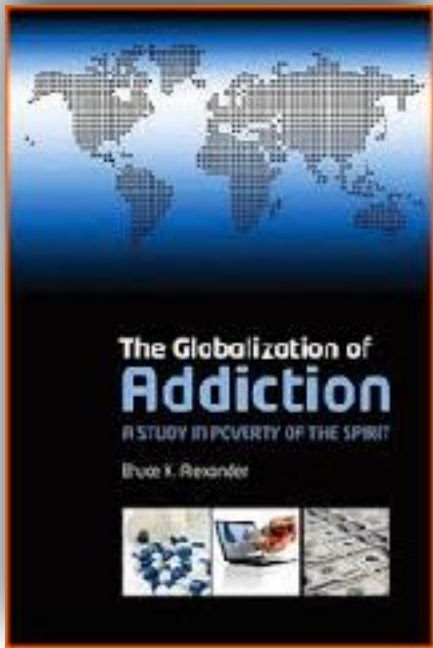
- develop clear shared values and goals to benefit our region over as wide a consensus as possible;
- assess our assets and resources;
- then build those up through minimising leakage;
- enhance co-operation between local government, businesses, training institutions and;
- out of that to develop a new “normal”



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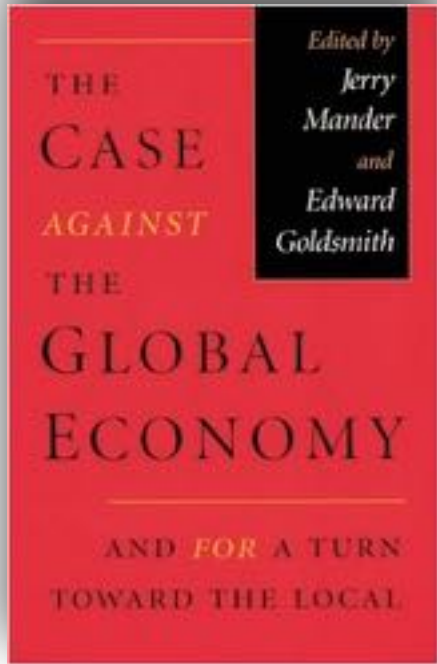


Dislocation is the condition of a great number of human beings who have been shorn from their cultures and individual identities by the globalisation of the "free-market society" in which the needs of the people are subordinated to the imperatives of markets and the economy. Dislocation afflicts both people who have been physically displaced, such as economic immigrants and refugees, and people who have remained in place while their cultures disintegrated around them. Dislocation occurs during boom times as well as recessions, among the rich as well as the poor, along capitalists as well as workers.

Bruce K. Alexander, Professor Emeritus, Psychology Department, Simon Fraser University, Burnaby, Canada - The Globalization of Addiction



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As we move further down the road to giantism, globalism, and dependance, we make it harder and harder to back up and take another path. If we lose our skills, our productive base, our culture, our traditions, our natural resources; if we erode the bonds of personal and familial responsibility, it becomes even more difficult recreate community. It is very, very hard to put Humpty Dumpty back together again.

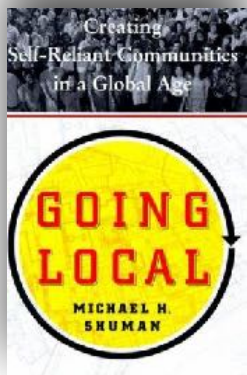
David Morris - The Case Against the Global Economy and for a Turn Toward the Local



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Step 1: Identify shared values (“A Community Bill of Rights”)



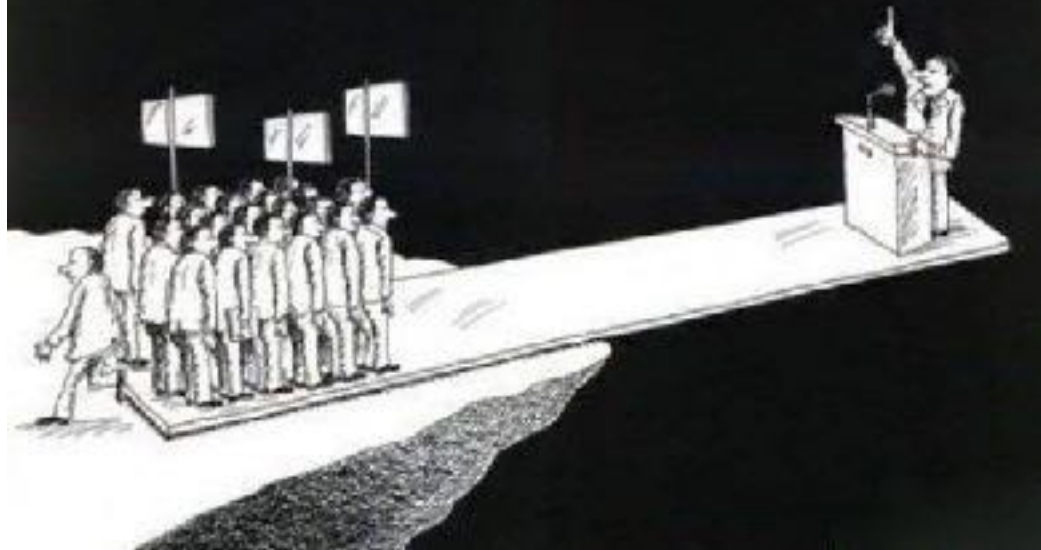


It enables residents to assert, fundamentally, that ends come before means – that businesses are welcome if they serve the community. It creates a set of public norms about commercial behaviour ... A business's faithfulness to the Rights, while voluntary, carries consequences. Every time a citizen considers making a purchase...he or she will have the list of qualifying companies in mind. (p182)



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THE PEOPLE DON'T KNOW
THEIR TRUE POWER.



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Uppermost is the sanctity of life because of divine origins. Thus the obligation to uphold the mana and wellbeing of people and the life supporting capacity of Papatuanuku in perpetuity is non-negotiable.

He Tangata, He Whenua, Ho Oranga, An Economic Growth Strategy for the Taitokerau Maori Economy http://www.terarawa.iwi.nz/uploads/7/4/6/3/7463762/growth_strategy_141214_final.pdf, February 2015, p22.



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- *Retaining local ownership of our lands and businesses, to the greatest degree possible, thus reducing leakage of wealth out of the region and enhancing self-determination*



- *Maintaining a diversity of skill sets in such areas as agriculture, horticulture and manufacturing to reduce dependence on fragile and expensive supply chains and increase local jobs*



- *Optimising irreplaceable resources, by using/recycling them in a way that enables them to be of use to future generations*



- *Preserving and enhancing our waterways, seas, ground-water, air and soil so that they will continue to meet the needs of our descendants*



- *Ensuring our fishing grounds and forests are harvested in a way that increases rather than decreases their long-term viability*



- *Rethinking all our processes at an overall systems level so as to eliminate, or at least minimise, waste*



- *Education and training around the benefits of localisation backed by sound research to change the entrenched TINA* mindset*

*(*There Is No Alternative)*



- *Passing on of values, culture and skills to young people so that they may have a strong personal identity and a future life in the place from which they originated if they choose*



- *Viewing economic systems from an organic, whole-system perspective*



- *A commitment to healthy collaboration for the good of the community as a whole*





...from an economic development perspective, the evidence is clear that with strong clusters comes growth in employment... economies with strong clusters have higher levels of innovation, higher productivity, more entrepreneurship, more new business start-ups, higher export and economic growth, higher wages and better productivity.

Ifor Ffowcs-Williams, Regional Cluster Initiative in the Pacific - Cluster Development and Management Manual. <http://cdn-asset-lax-1.airsquare.com/clusternavigatorslimited/library/cluster-development-manual-pipso.pdf?201505182349>, November 2014.



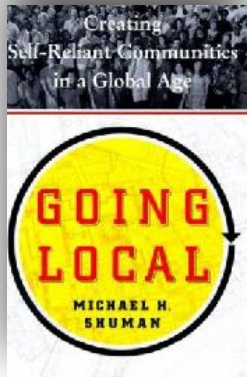
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- *How do we develop these values and who should do it?*
- *How do we ensure widespread involvement and consensus?*
- *How do we keep these in the public eye, retaining an ongoing focus?*



Step 2: Taking stock ("The State of the Region Report")

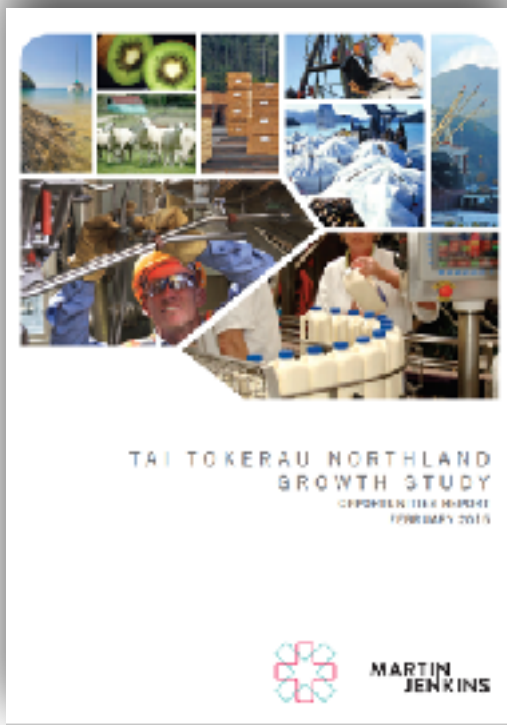




Virtually every community... has a gold mine which economists have yet to discover. Along its veins and other deposits may be found unemployed human resources, underused civic institutions, and discarded economic assets.... Many kinds of human assets now lie fallow..... the inventiveness of the young, the forgotten skills of retirees... tally the inanimate objects that have been all but written off: empty buildings, idle machinery, wasted energy. (p184)



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While the report recognises that there is no “silver bullet” or industry that will transform the Northland economy, it recognises that the Northland region has significant untapped potential.

Tai Tokerau Northland Regional Growth Study Report - Questions and Answers - pg2



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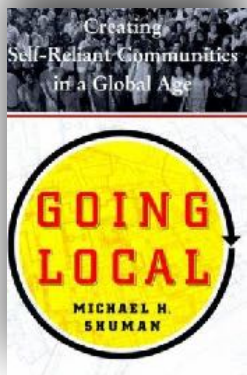
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- *Who will do this work of developing the current data and new data into reports written from a local resilience perspective?*
- *How do we ensure widespread involvement and consensus?*
- *How do we keep this in the public eye once it is complete?*



Step 3: Identify who is
leading the way and
learn from them
("Anchor Corporations")





The existence of one or two successful community corporations – using local inputs, producing quality goods, operating in harmony with the environment, selling to local consumers, treating workers well, delivering profit to local shareholders – should inspire others to follow... As they increase the demand for inputs to production, new firms will be motivated to set up shop. (p187-188)



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***"Working in our Community for Jobs and
the Environment"***



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Welcome to Northpower

Established in 1920, Northpower has expanded from a Northland-owned and operated electricity distribution network to a large multi utility contractor, with a reputation for excellence and innovation.



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*The
Whangarei
Growers
Market*



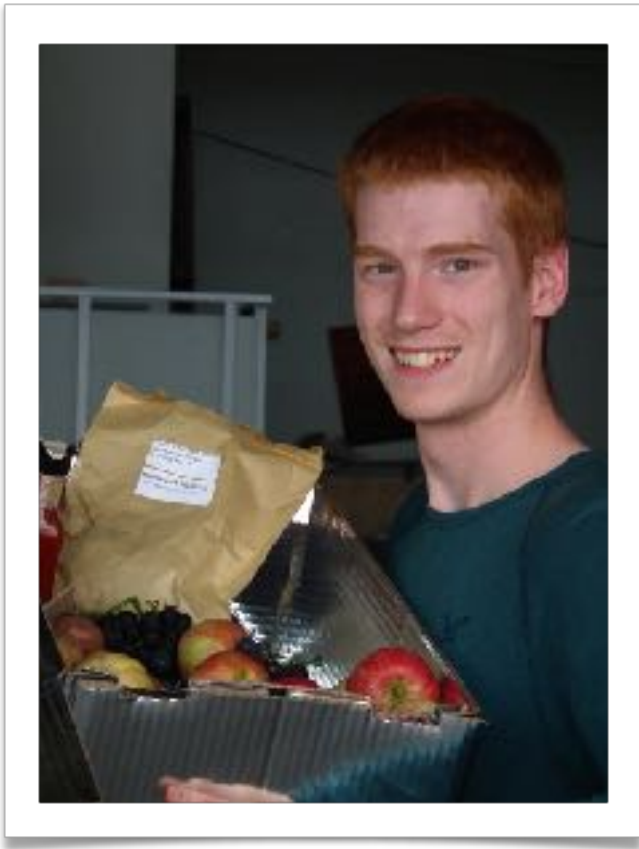
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Kai Kohekohe
Food Co-Op



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Fresh Food Collective



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The



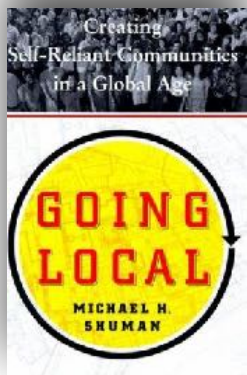
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- *How do we identify more of these type of organisations?*
- *How do we champion the work of these as models to be emulated?*
- *How do we network these and other organisations together in clusters for increased effectiveness?*



Step 4: Training and mentoring ("Community friendly business schools")

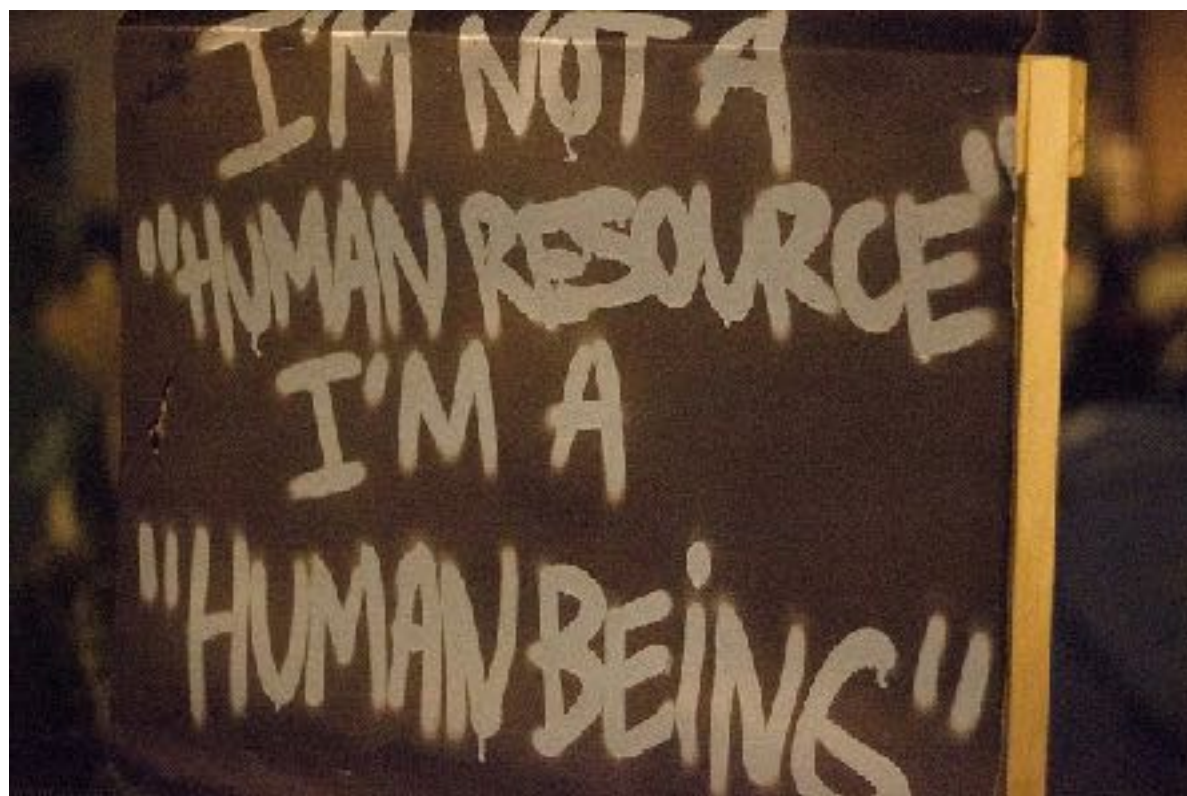




The transformation of business schools and university economics departments is another imperative. These institutions now celebrate personal profit over community service....Economics and business need to become professions with the highest principles of charity and public service. (p189)



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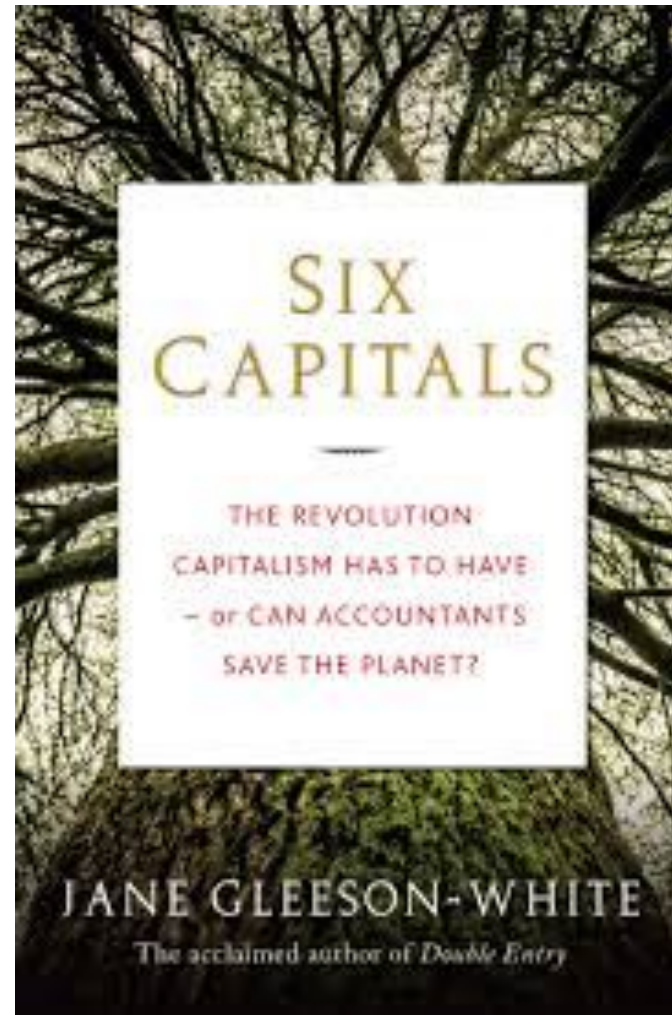
NorthlandInc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

The logo for ākina features the word "ākina" in a yellow, lowercase, sans-serif font. Below it, the tagline "Growing Social Enterprise" is written in a smaller, white, sans-serif font. The entire logo is set against a dark grey rectangular background.

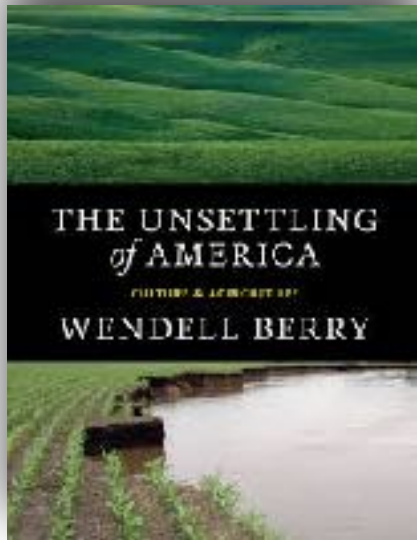
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From here?





The standard of the exploiter is efficiency; the standard of the nurturer is care. The exploiter's goal is money, profit; the nurturer's goal is health - the land's health, his own, his family's, his community's, his country's...The exploiter wishes to earn as much as possible by as little work as possible; the nurturer expects, certainly, to have a decent living from his work, but his characteristic wish is to work as well as possible.

Wendell Berry, *The Unsettling of America*

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- *admitting that one cannot control one's addiction or compulsion;*
- *recognising a higher power that can give strength;*
- *examining past errors with the help of a sponsor (experienced member);*
- *making amends for these errors;*
- *learning to live a new life with a new code of behaviour;*
- *helping others who suffer from the same addictions or compulsions.*



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E Ihowā Atua,
O ngā iwi mātou rā
Āta whakarangona;
Me aroha noa
Kia hua ko te pai;
Kia tau tō atawhai;
Manaakitia mai
Aotearoa

(O Lord, God
Of all people
Listen to us
Cherish us
May good flourish
May your blessings flow
Defend
Aotearoa)



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