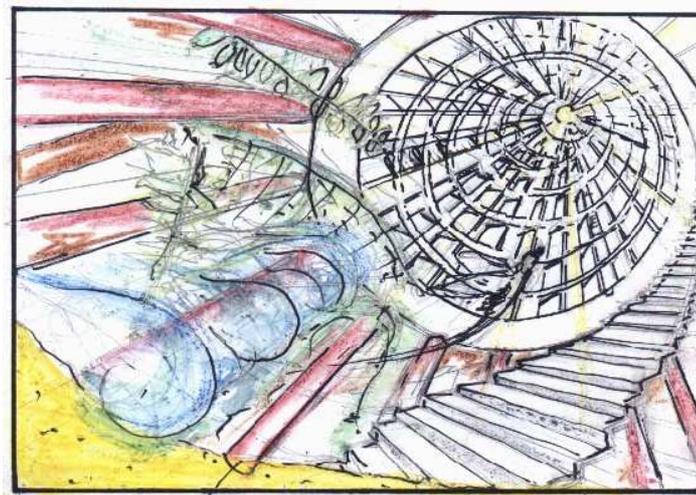


Visions for the Future What New Zealanders Want

A Futures Analysis of a NZ Post Competition



Age group 19 to 23, region Auckland

NZ Futures Trust
August 2002

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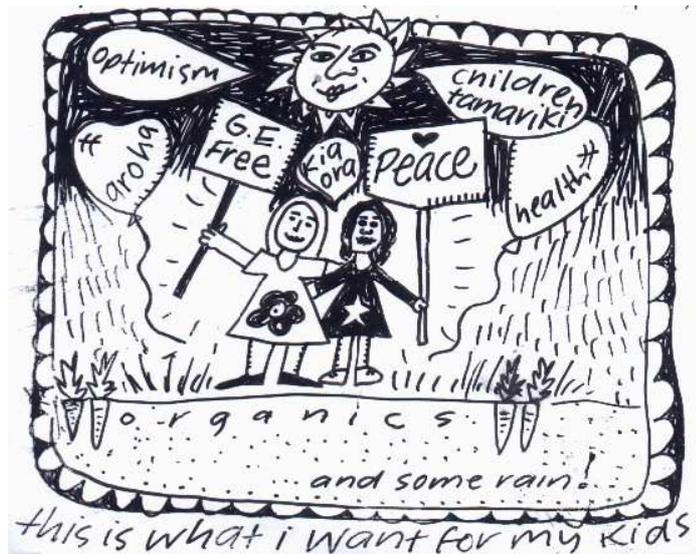
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1. Introduction

In 2001 NZ Post ran a marketing campaign entitled “The road ahead...” Part of this campaign was a competition in which all New Zealanders were invited to submit their vision for the future of the country, in the form of a drawing or prose of 50 words or less. A mail drop placed an entry form in every household letterbox. Around 7800 people responded with their vision for the future. The entries were duly judged and the prizes awarded. With the exception of around 300 emailed entries, NZ Post kept these visions. The company was then approached by the NZ Futures Trust, a charitable trust whose role is to encourage and support long-term thinking about the future of New Zealand. The Trust’s view was that such a substantial collection of the values, hopes and ideals of ordinary New Zealanders deserved further analysis. In May 2003 a contract was signed enabling the Futures Trust to analyse these visions. This report describes the Trust’s findings.



Age group 31 to 40, region Northland

2. Method

2.1 Stage One: Sorting.

All the vision entries were sorted by region and by age. Blank entries were discarded; (these had been sent in by people wishing to receive further information about Kiwibank). Regional boundaries were defined as those used by Regional and District councils. Nelson, Tasman and Marlborough Districts were placed together. Each region was given a two-letter code.

North Island regions	South Island regions
Northland (NI) Auckland (AU) Waikato (WA) Bay of Plenty (BP) Gisborne (GI) Taranaki (TA) Hawkes Bay (HB) Manawatu/Wanganui (MW) Wellington (WE)	Nelson/Marlborough (NM) Canterbury (CA) West Coast (WC) Otago (OT) Southland (SO)

NZ Post asked entrants to specify their age in one of eight categories. These were collapsed into four categories for the purpose of this analysis. A fifth category was added for those entries where age was not given, was unclear, or where several age groups were ticked, (as in an entry from a couple or family).

NZ Post categories	Analysis categories
0 – 18 years 19 – 23 years	1. 0 – 23 years
24 – 30 years 31 – 40 years	2. 24 – 40 years
41 – 50 years 51 – 64 years	3. 41 – 64 years
65 – 74 years 75 plus years	4. 65 plus years
	5. Age unspecified

Once all entries had been sorted by region and age, each was given a unique code number as per the following example.

WC2/16

WC stands for West Coast, 2 for age category 2, and 16 is the number of the entry within that category.

Entrants to the competition were asked to give their title (Mr/Mrs etc), a guide to the gender of the entrant. Although the entries were not initially sorted on this basis, a later analysis was done to assess the gender profile of the entrants.

Analysis by ethnicity was not possible because entrants were not asked for this information. Names give an informal but unreliable impression of ethnicity and on this basis the sample seemed to include a wide range of ethnic groups. One entry was entirely in Chinese.

2.2 Stage Two: Development of a framework for analysis of content

The Futures Trust approached Victoria University for expertise in the analysis of qualitative data of this kind. Annette Beasley of the School of Social and Cultural Studies agreed to act as an expert advisor to the analysis. Following discussion with Dr Beasley, the task of developing a framework was given to a postgraduate class in the Department, under the supervision of Diane Campbell-Hunt from the NZ Futures Trust. This class read 1800 (24%) of the entries and generated a list of the topic areas covered by these entries. These were then structured into the Content Framework given in the Appendix.

The Content Framework was deemed too complex for useful futures analysis. Diane Campbell-Hunt then identified a number of broad futures themes seen in the vision entries. A number of major themes were readily identified around the ideas of “clean and green”, caring, equity, diversity, safety, technology and NZ as a world leader. These appeared to be the main topics that entrants wanted to write about. Other themes were added to these in order to:

- capture the spread of topics that entrants mentioned,
- ensure that the framework could reflect divergent views (for example “individualism” is included as a counter to “cooperative caring community”)

The table on the following page lists these futures themes, together with the typical ideas or key words within each.

Futures Theme	Key words
1. Australasia	Closer NZ – Australia relations. NZ joins Australia.
2. “Back to the future”	“Things should be more like they used to be.” “Bring back.....” “Traditional values” “Righteousness”. More discipline.
3. Bicultural NZ	Equal partnership Maori and Pakeha. Celebrate Maori language. Maori perspectives on the future - seeing the future in the past. More resources to Waitangi tribunal.
4. “Clean Green” NZ	Natural beauty. Scenery. Conservation. Restoration. Native birds. Native forests. No pollution. No litter. Recycling. Organic. Pure. No GE or GM. Ecotourism. Wind energy. Solar energy. Outdoor living. Sustainable. The world’s “eco-experts” /environmental experts. Fewer cars. Less noise. Revitalise railways and get heavy trucks off the roads.
5. Co-operative Caring Community	Co-operation. Supportive. Cohesive. Community. Caring. Strong families. Good parenting. Care for the disabled and handicapped. Love. Cherish. Respect. Happiness. Contentment. Honesty
6. Diversity esp. Cultural and Ethnic	Harmony. Tolerance Acceptance. Multicultural. Multilingual. Respect and understanding between races and cultures. More immigration. No prejudice. Diverse ideas. Celebrate diversity. Alternative medicines
7. Equitable Society	Equal/equality. No discrimination. Free/ affordable education. No student loans, Free/affordable health care. Full employment. Useful, sustainable jobs. More apprenticeships. Access to communication. Access to information. Free/cheap public transport. Owning ones own home. Cheaper rents. Population spread more evenly. Fairer deal for rural areas and smaller Regions. Local Post Offices. Lower bank charges. Better deal for elderly. More superannuation. Equity for men and women. Good workplace relations. Equal rights for all.
8. Global Trading Nation	Innovative. Competitive. Agribusiness. Trade. Manufacturing. Prosperity. Exports. More investment in research./science. High quality education. High standard of living. Top sporting nation. Quality tourism. Knowledge society.
9. Individualism	Self responsibility. Individual rights. User pays. Fewer welfare benefits. Lower taxes. Less government.
10. One NZ	“One nation one people.” Stop immigration. Only European immigrants. Ignore/scrap the Treaty. We are all New Zealanders.
11. Pessimistic Futures	Overcrowding. Depression. Pollution. Species extinction. Natural disasters
12. Safe and Healthy Society	Peace. Freedom. No drug/alcohol abuse. Low road toll. Low crime. No violence. Good eating habits. Healthier living. Secure homes. Security. No terrorism. No evil. Nuclear-free.
13. Sovereign NZ	NZ/public ownership of assets, such as land, railways, banks etc. Greater self-sufficiency. Less trade. Independence Unique

	country. National pride. Patriotism. Democracy. Neutral nation. Republic. More investment in defence/air force. Strong/honest/good politicians and leaders. "Go Kiwi Bank." Don't follow the USA."
14. Spiritual Futures	God, Jesus, Christianity. Christian principles. Spirituality. Religion
15. Technologically Advanced Society	Shopping etc via the Internet. Megacities. Flying cars. Monorail. Time travel. Smart communication technologies. Electric transport options. Sophisticated rail transport. "Pod" transport. Escalator roads. Cook Strait tunnel.
16. World Leader/Model	NZ leads the world in such things as eco-issues, commerce and race relations. Sanctuary for people from all over the world. NZ feeds the world. NZ an international peace broker. Accept refugees. NZ open, welcoming and friendly. Aid.

2.3 Stage Three: Analysis of data

All vision entries were then categorised according to the 16 futures themes, analysts using as a guide the key words above. Each vision entry was entered under every one of the themes that the entrant mentioned, so that while some entries received only one listing, most received several. The decision on how to categorise an entry was a matter of judgement, based to a large extent on the flavour of the writing as well as the words used.

To ensure, as far as possible, consistency of judgement between the six people undertaking the analysis, an initial meeting was held to discuss the themes and undertake a trial analysis of 50 entries. Analysts working on this group of entries were highly consistent in their categorisation by theme; any differences in opinion were discussed in order to arrive at a common view on the interpretation of themes. After completion of the full analysis, Yvonne Curtis of the NZ Futures Trust reassessed the categorisation of about 1% of the entries and was satisfied that judgements were consistent with an acceptable margin of variation.

Some entries raised ideas not easily fitted into this structure; these were kept aside for further study. Drawings were also categorised if their meaning fitted clearly with one or more futures theme.

Pivot tables were used to analyse the patterns of visioning and to explore differences across age groups and regions.

3. Response Distribution

The total population of New Zealand recorded by the 2001 census was 3,850,100. The number of vision entries sent to the NZ Post competition was 7488 and comprises 0.2% of the total population. This cannot be described as a representative sample! It is a self-selected sample of people motivated by a desire to express their views about the country's future and/or a desire to win a competition prize.

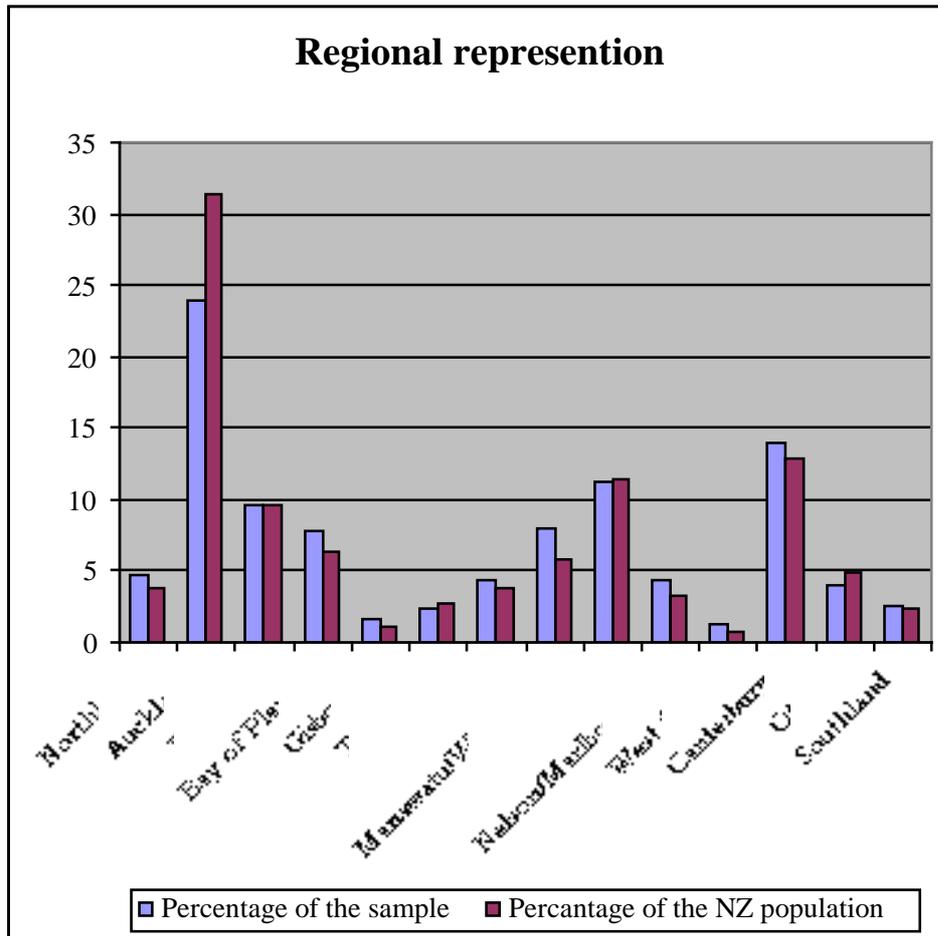
3.1 Distribution by region

The following table lists the total numbers of entries received from each region and compares these with the regional distribution of New Zealand's total population.

Region	Number of entries	Percentage of total	Percentage of total NZ population living in this region (2001 Census)
Northland	358	4.78	3.72
Auckland	1787	23.86	31.36
Waikato	725	9.68	9.53
Bay of Plenty	577	7.71	6.36
Gisborne	123	1.64	1.17
Taranaki	182	2.43	2.72
Hawkes Bay	325	4.34	3.80
Manawatu/Wanganui	598	7.99	5.86
Wellington	836	11.16	11.34
Nelson/Marlborough	330	4.41	3.25
West Coast	101	1.35	0.80
Canterbury	1051	14.04	12.80
Otago	304	4.06	4.85
Southland	191	2.55	2.40
Total	7488	100	100

Not surprisingly the distribution pattern of vision entries generally mirrors the distribution pattern of the total New Zealand population. Regions without a major urban centre are all slightly over-represented. Taranaki is the only exception to this pattern. Auckland shows the most marked under-representation (23.86% compared with 31.26%), while Canterbury is slightly over-represented (14.04% compared with 12.80%). For other

regions with major urban centres, (Waikato, Wellington and Otago), representation is only slightly under actual population percentage. Given the small size of the sample, the differences are unlikely to be significant.



Island	Number of entries	Percentage of total	Percentage of total NZ population
North Island	5511	73.6	75.9
South Island	1977	26.4	24.1
Total	7488	100	100

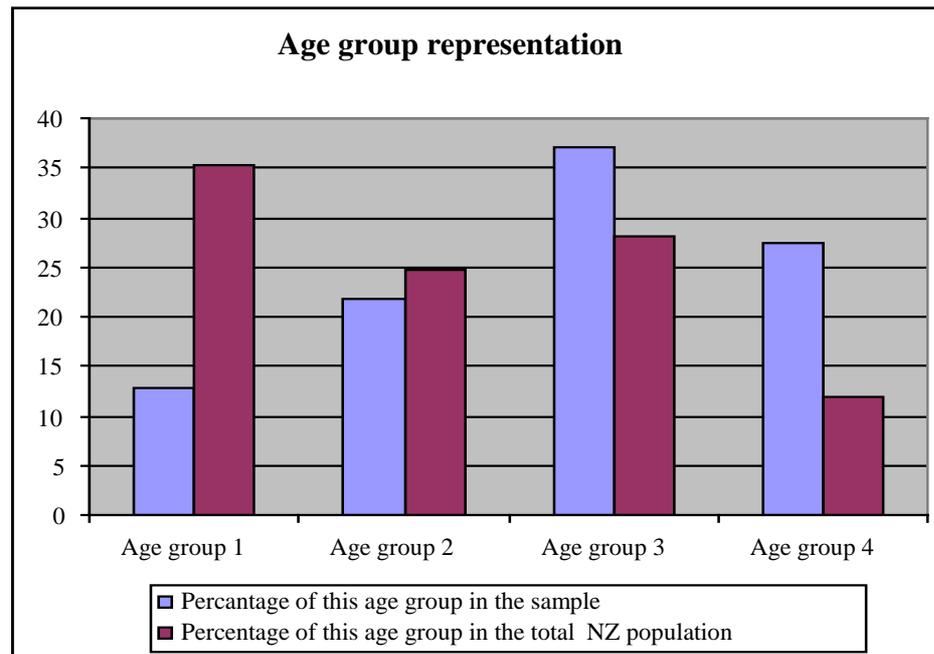
South Islanders seem slightly more likely to have sent in an entry.

3.2 Distribution by age

The age distribution of entries was as follows:

Age category	Number of entries	Percentage of total	Percentage of this age group in the total NZ population (2001 Census)
1. 0 – 23	957	12.78	35.30
2. 24 – 40	1626	21.72	24.70
3. 41 – 64	2769	36.98	28.12
4. 65 plus	2057	27.47	11.88
5. Age unspecified	79	1.05	n.a.
Total	7488	100	100

Not surprisingly the youngest age group is under-represented in the sample as this includes all children. Those over 40 years of age (age groups 3 and 4) are more likely to have sent in an entry, comprising 64.45% of the sample compared with 40% of the total population.

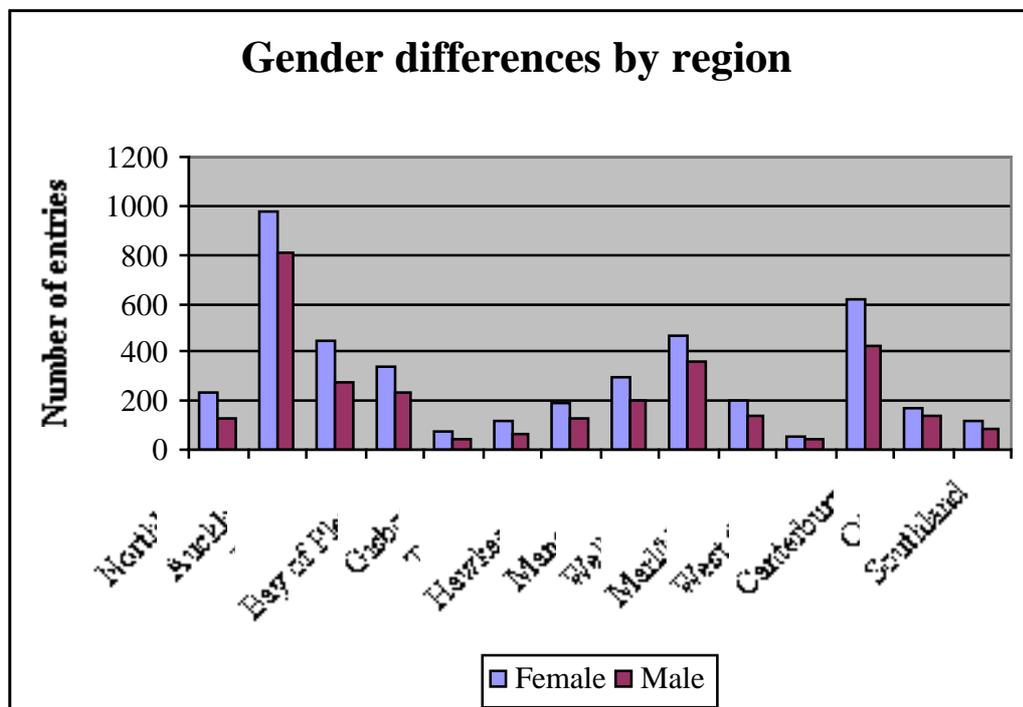
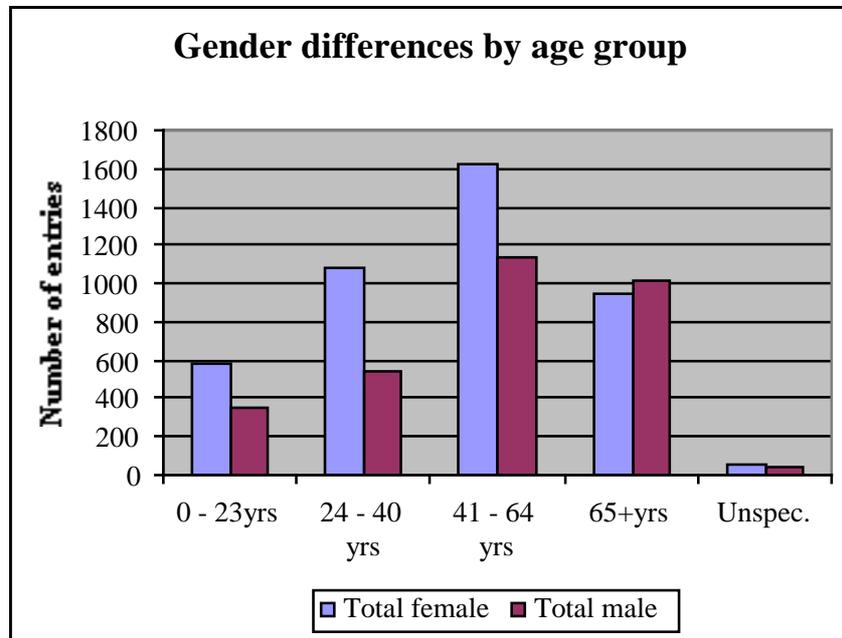


3.3 Distribution by gender

About 120 of the entries could not be categorised by gender. The gender distribution of the remainder of the entries is given in the table below. (Note: it is beyond the scope of this report to correlate the mentioning of particular futures themes with the gender of entrants.)

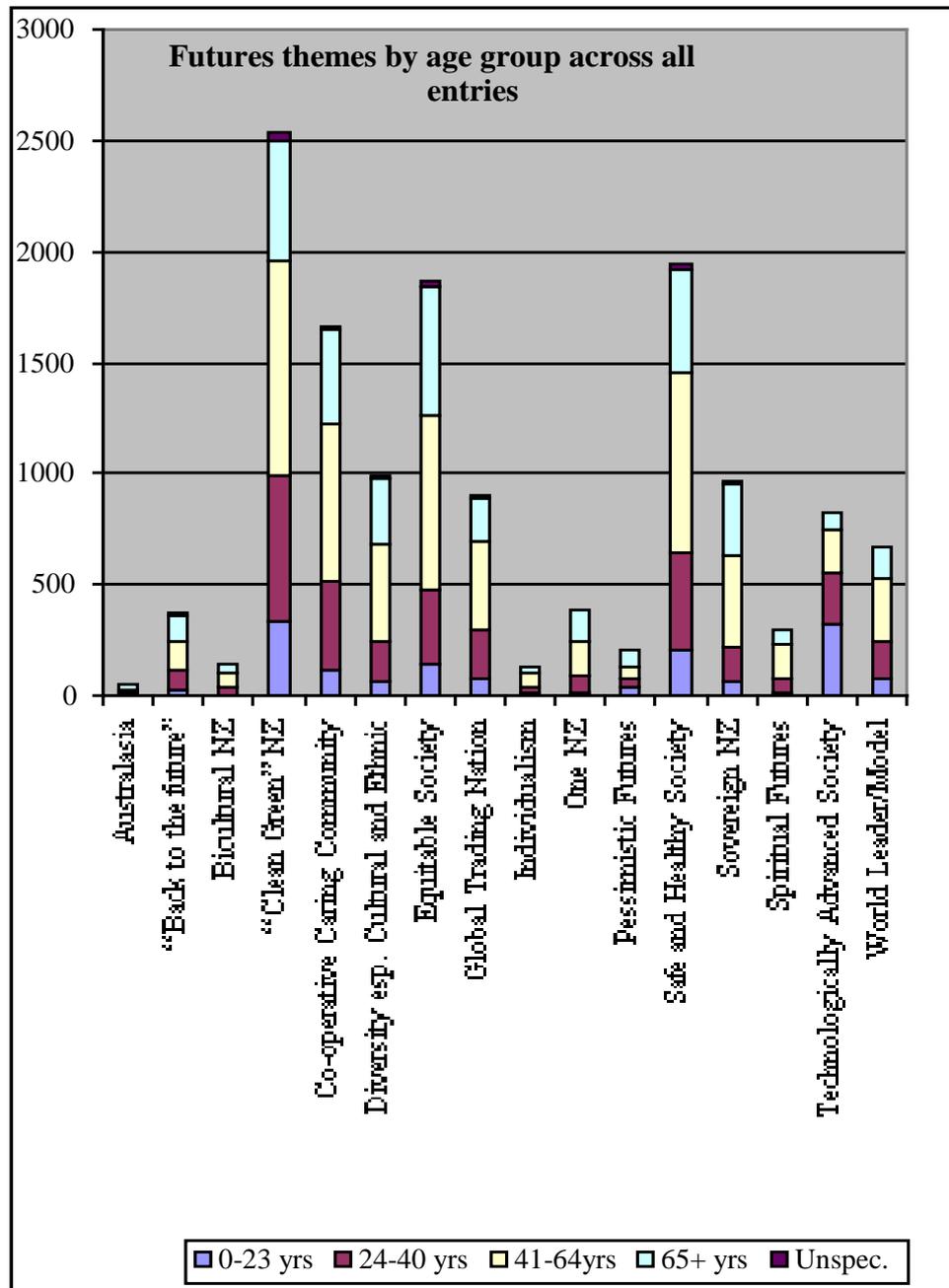
Age group	0 - 23yrs	24 - 40 yrs	41 - 64 yrs	65+yrs	Unspec.	Total
Northland female	29	48	100	53	2	232
Northland male	15	15	42	52	1	125
Auckland female	154	285	346	179	15	979
Auckland male	97	189	279	233	6	804
Waikato female	63	134	151	93	9	450
Waikato male	32	49	92	90	8	271
BoP female	40	84	127	84	3	338
BoP male	28	26	90	91	1	236
Gisborne female	4	18	43	11	0	76
Gisborne male	3	2	25	16	1	47
Taranaki female	11	26	51	27	0	115
Taranaki male	6	11	23	27	1	68
Hawkes Bay female	18	52	76	45	2	193
Hawkes Bay male	13	18	42	57	1	131
Manawatu female	37	70	122	62	5	296
Manawatu male	14	32	80	77	2	205
Wellington female	67	106	159	135	3	470
Wellington male	41	67	142	106	4	360
Marl/Nelson female	21	50	84	43	1	199
Marl/Nelson male	11	23	59	42	1	136
West Coast female	19	15	11	7	0	52
West Coast male	11	6	19	9	0	45
Canterbury female	71	128	254	151	11	615
Canterbury male	55	63	162	142	4	426
Otago female	20	41	68	39	0	168
Otago male	14	23	55	42	4	138
Southland female	25	30	34	24	1	114
Southland male	7	15	31	26	1	80
TOTAL FEMALE	579	1087	1626	953	52	4297
TOTAL MALE	347	539	1141	1010	35	3072

Overall, more females (58%) than males (42%) entered the competition. As the following chart shows, this pattern shifted only in the over-65's age group. There were no major regional differences.



4. Visions for New Zealand's Future: What the entrants thought.

4.1 Overall results



The most commonly mentioned theme was “Clean Green New Zealand.” Next in popularity were “Equitable Society” and “Safe and Healthy Society”, followed by “Co-operative and Caring Community.” This is not surprising, given that these themes emerged early in the analysis as major ones. The three least mentioned were “Australasia”, “Bicultural NZ” and “Individualism”. This is also not surprising because these themes were included to capture ideas that did not fit into the major themes. However, at another time and place in NZ’s history they might have been, or may become, major themes. Numbers of mentions for all themes are given in the tables below:

Age Group Patterns

Number of theme mentions by Age Group

Futures Theme	0-23 yrs	24-40 yrs	41-64	65+ yrs	Unspec. age	Total
Australasia	2	5	21	24	0	52
“Back to the future”	28	93	129	115	7	372
Bicultural NZ	6	31	65	34	0	136
“Clean Green” NZ	338	647	970	546	31	2532
Co-operative Caring Community	116	393	719	424	14	1666
Diversity esp. Cultural and Ethnic	58	186	433	299	15	991
Equitable Society	144	331	785	582	19	1861
Global Trading Nation	78	213	398	200	9	898
Individualism	8	30	62	34	0	134
One NZ	16	72	160	140	3	391
Pessimistic Futures	40	35	56	77	0	208
Safe and Healthy Society	211	439	810	461	21	1942
Sovereign NZ	68	153	407	320	12	960
Spiritual Futures	18	56	152	74	2	302
Technologically Advanced Society	317	233	197	72	6	825
World Leader/Model	78	169	275	145	1	668
Total number of theme mentions						13938

Regional Patterns

Number of theme mentions by Region

Futures Theme	Northland	Auckland	Waikato	Bay of Plenty	Gisborne
Australasia	2	12	8	5	0
“Back to the future”	10	78	24	40	5
Bicultural NZ	9	27	12	13	2
"Clean Green" NZ	125	652	261	174	46
Co-operative Caring Community	88	357	192	102	51
Diversity esp. Cultural and Ethnic	36	237	163	38	46
Equitable Society	69	344	299	147	58
Global Trading Nation	32	190	82	65	12
Individualism	9	36	4	16	1
One NZ	15	104	13	48	2
Pessimistic Futures	8	55	18	11	2
Safe and Healthy Society	71	442	206	129	40
Sovereign NZ	51	141	57	70	12
Spiritual Futures	15	56	41	17	15
Technologically Advanced Society	25	231	118	56	15
World Leader/Model	37	169	49	57	9

Futures Theme	Taranaki	Hawkes Bay	Manawatu	Wellington	Marl/ Nelson
Australasia	0	3	5	4	1
“Back to the future”	8	24	27	33	27
Bicultural NZ	7	11	15	16	4
"Clean Green" NZ	63	103	187	262	106
Co-operative Caring Community	55	56	168	210	57
Diversity esp. Cultural and Ethnic	24	43	86	88	54
Equitable Society	42	68	154	203	75
Global Trading Nation	30	41	91	110	35
Individualism	0	9	14	16	9
One NZ	5	32	15	29	28
Pessimistic Futures	10	10	22	25	13
Safe and Healthy Society	53	94	186	207	83
Sovereign NZ	21	52	103	126	57
Spiritual Futures	3	17	23	20	13
Technologically Advanced Society	21	26	56	98	25
World Leader/Model	12	46	55	85	48

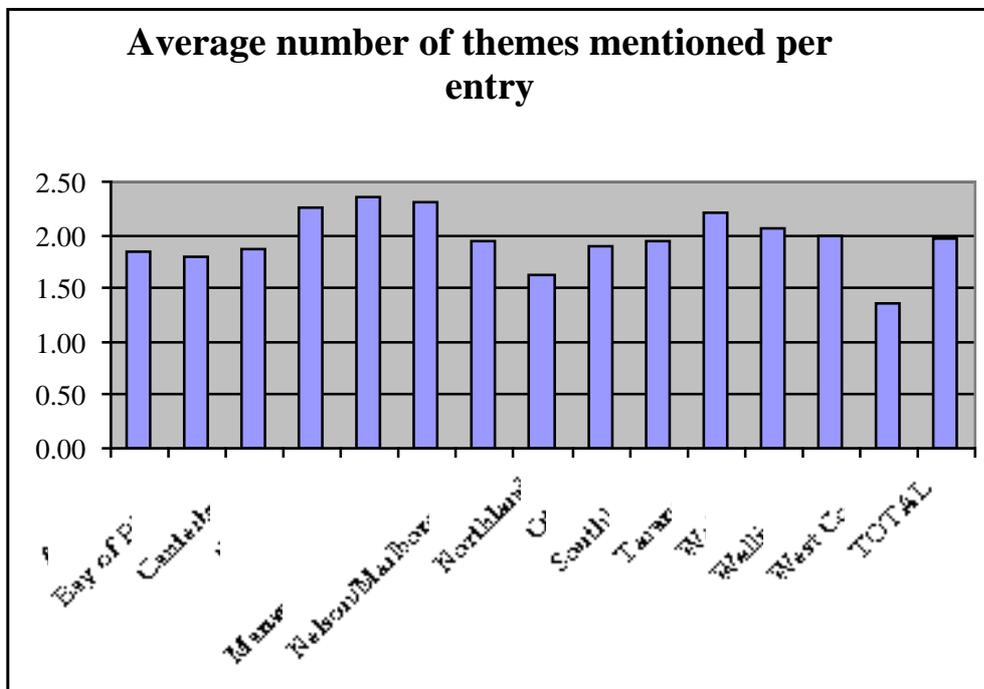
Futures Theme	West Coast	Canterbury	Otago	Southland	Total
Australasia	0	9	3	0	52
“Back to the future”	8	65	13	10	372
Bicultural NZ	1	8	7	4	136
“Clean Green” NZ	28	373	105	47	2532
Co-operative Caring Community	9	218	67	36	1666
Diversity esp. Cultural and Ethnic	13	118	34	14	994
Equitable Society	21	222	87	72	1861
Global Trading Nation	8	124	49	29	898
Individualism	1	15	4	0	134
One NZ	4	93	3	0	391
Pessimistic Futures	1	23	6	4	208
Safe and Healthy Society	20	275	85	51	1942
Sovereign NZ	8	186	51	25	960
Spiritual Futures	6	49	21	6	302
Technologically Advanced Society	8	84	39	23	825
World Leader/Model	13	57	22	9	668



*“New Zealand’s culture will never be overridden by technology”
(age group 0-18, region Wellington)*

Average Number of Themes per Entry

While some entries wrote about only one of the futures themes, many covered multiple themes. The average number of themes per entry was around 2. The following chart shows the average number of themes mentioned in entries by region. There was very little overall variation by age.



4.2 Looking more closely at the futures themes

Charts showing regional and age group differences are included for the four most popular themes, and in other cases only where the data indicate interesting differences. (Note: the ordering of themes is simply alphabetical.)

Futures Theme 1. Australasia

This futures theme is one of NZ and Australia becoming much closer in such areas as trade, defence and politics. While some entries suggested full political union with Australia, others simply suggested closer relations.

This is a one of the most narrowly defined themes, encompassing less diversity of ideas than later themes such as “Clean Green New Zealand” and “Equitable Society.” Hence it is perhaps not surprising that only 52 entries mentioned this theme, representing only 0.7% of the total number of vision entries. Nonetheless, this does indicate that of those entering the competition, few see New Zealand’s future in terms of union with Australia. It was not mentioned by any of the entrants in the two under-40 age groups. None of the regions showed a disproportionately high preference for this future.

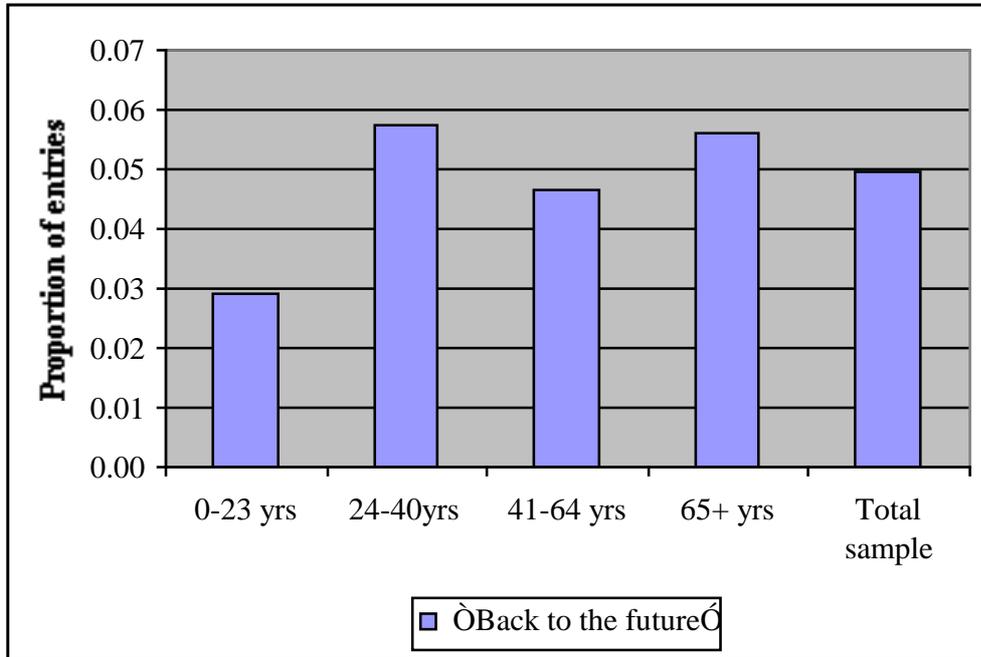


Age group 41-50, region Hawkes Bay

Futures Theme 2. “Back to the future”

Numerous entries called for New Zealand to return to a former, “better” state. Visions classified in here had the flavour of “things should be more like they used to be.” Where entries were specific they covered a host of areas ranging from friendly traffic officers and being able to leave ones house unlocked, through to “traditional” values, free education and health care, and a more equitable society. When entrants made specific suggestions about the direction for change (such as free health care) these were also classified in the appropriate vision(s), “Equitable Society” being a common one.

Although this was not among the most common of the futures themes (mentioned in 372 entries or just under 5% of the total), it is interesting to note the distribution of this theme by age group, as in the chart below. Not surprisingly, the number of people favouring this future is disproportionately lower in the youngest age group. However, such views are by no means confined to the oldest age group.



Futures Theme 3. Bicultural NZ

This futures theme emphasises the special place of Maori in New Zealand, and looks to a future of partnership and power sharing between Maori and Pakeha. Entries were also classified in here if they were supportive of the Waitangi tribunal process or if they spoke of Maori perspectives on the future. This theme is different from the “Diversity” theme, which includes Maori as just one among the many cultures in New Zealand.

The bicultural theme was mentioned by only 1.8% of entries. This does not necessarily suggest that entrants did not care about a good relationship between Maori and Pakeha; many of the entries mentioned Maori-Pakeha relations in the context of multiculturalism. The concept of biculturalism inspired some excellent art work, of which the following is an example. There were no particular age group or regional patterns.

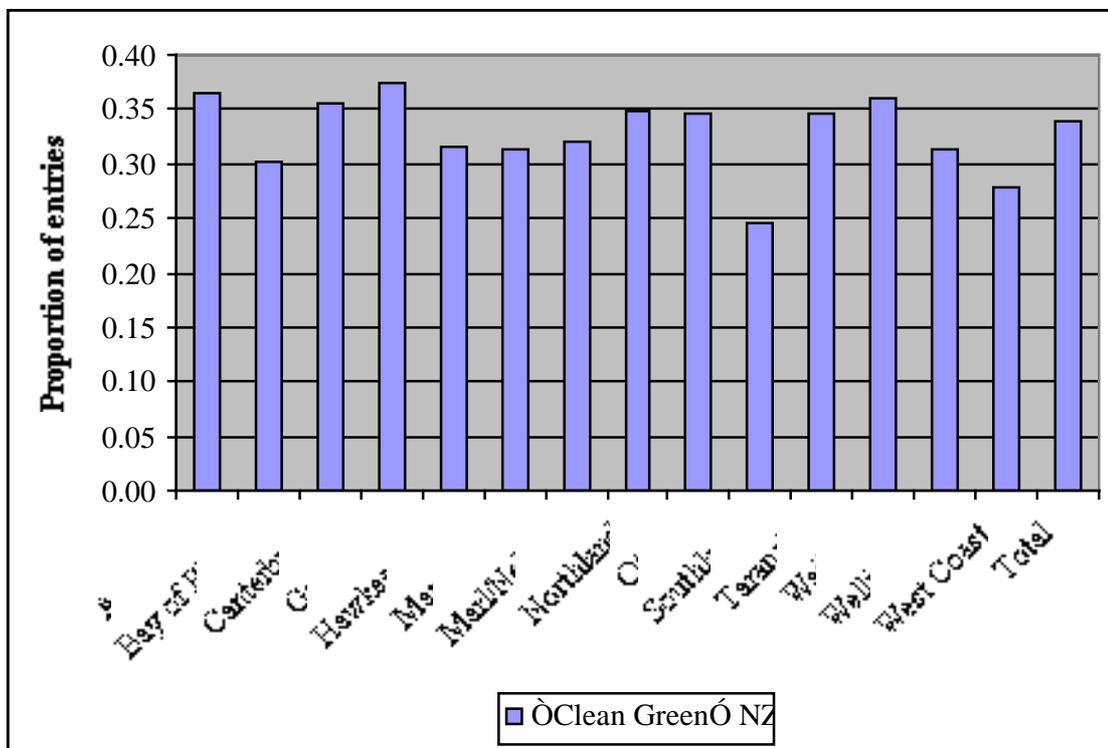
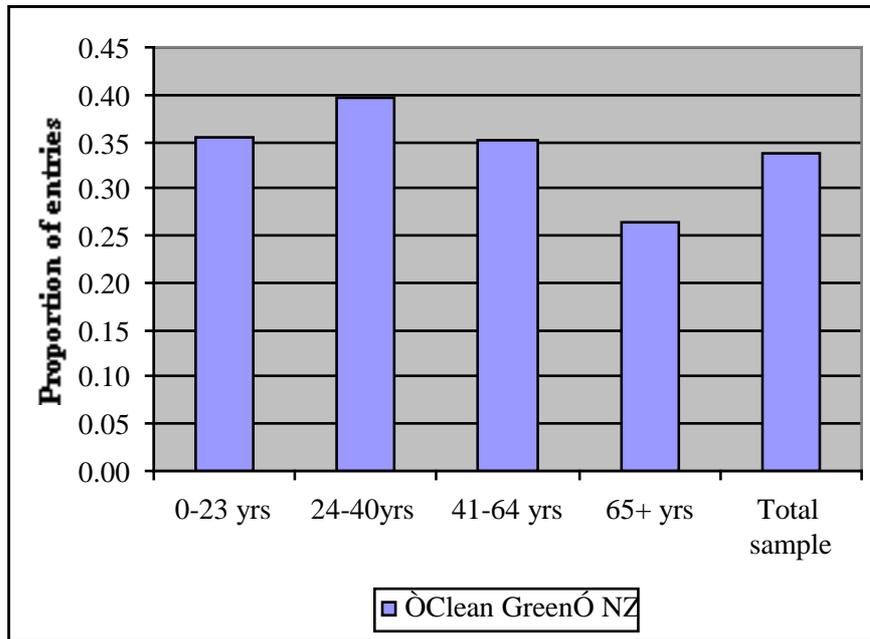


Age group 19 to 23, region Auckland

Futures Theme 4. “Clean Green” NZ

The phrase “clean green” was a popular one and a high proportion of entries (33.8%) mentioned environmental issues, more entries than any other theme. This futures theme encompasses many ideas, ranging from the conservation of natural beauty and indigenous species, through to renewable energy technologies and organic food production. Entries were also listed in here if they called for a reduction in pollution or littering, a ban on genetic engineering or a decline in car and truck use. Some people saw New Zealand becoming the world’s “eco-experts.”

Because there are so many ideas included in this futures theme, it is not surprising that so many of the entries were categorised within this theme. However, it does indicate for those who entered the competition, New Zealand’s natural environment is highly valued. Concern for environmental quality and conservation was only slightly higher than average among younger age groups.



There are no major regional differences. However, for the following regions this theme was mentioned in a higher proportion of entries than across the total sample: Auckland, Canterbury, Gisborne, Northland, Otago, Taranaki and Waikato. For the following regions the number of mentions was below average: Bay of Plenty, Hawkes Bay, Manawatu, Marlborough/Nelson, Wellington, West Coast and Southland (the lowest at 24%)

Some of the many drawings in this theme:



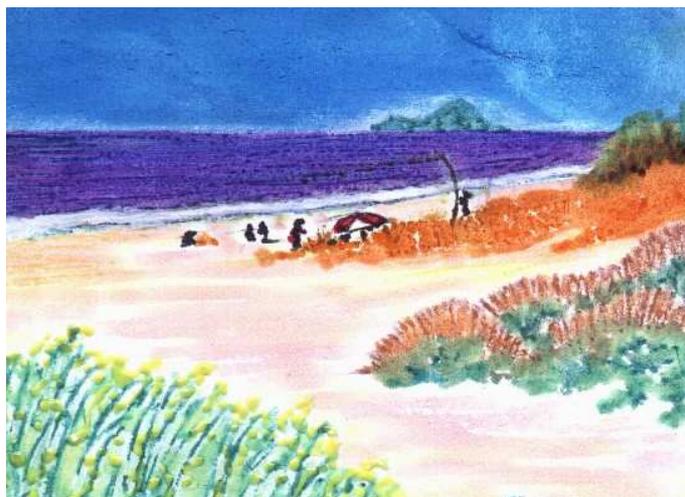
*“Nature’s balance restored.....
Age group 31 – 40, region Auckland*



*“We right our wrongs with our sciences and again Huia fly”
Age group 31 – 40, region Auckland*



*Kiwis as common as hedgehogs”
Age group 31-40, region Auckland*



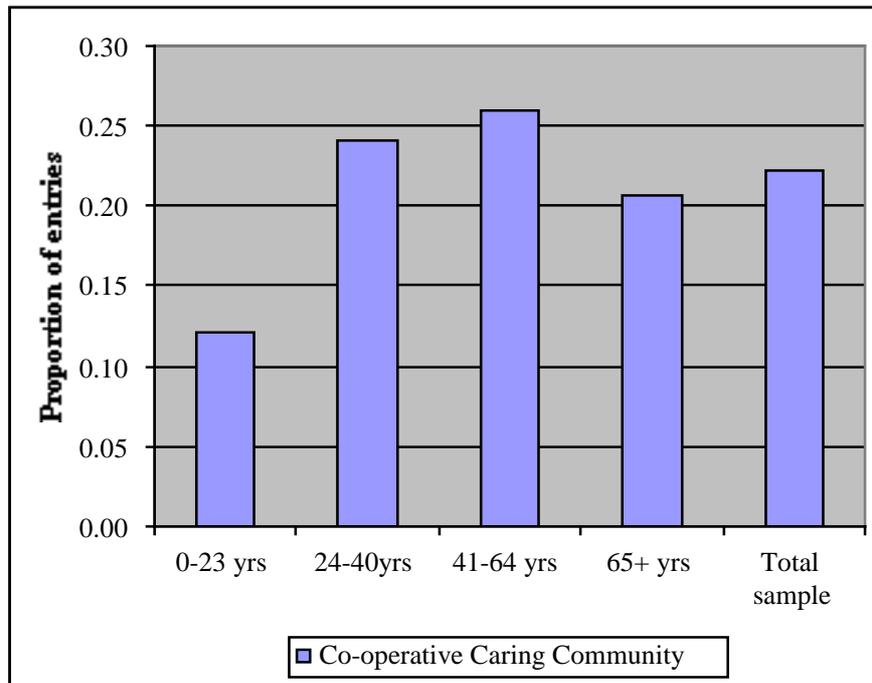
Age group 65 – 74, region Bay of Plenty

Futures Theme 5. Co-operative Caring Community

Many entrants hope for a future in which we are more caring of each other. This futures theme encompasses such concepts as co-operation, cohesion and a strong sense of community. Also listed in here are entries that mentioned loving and cherishing one another, and a future NZ where people are happy and contented.

“Our children are our future” is a common strand and is included in this theme, along with hopes for strong families and good parenting.

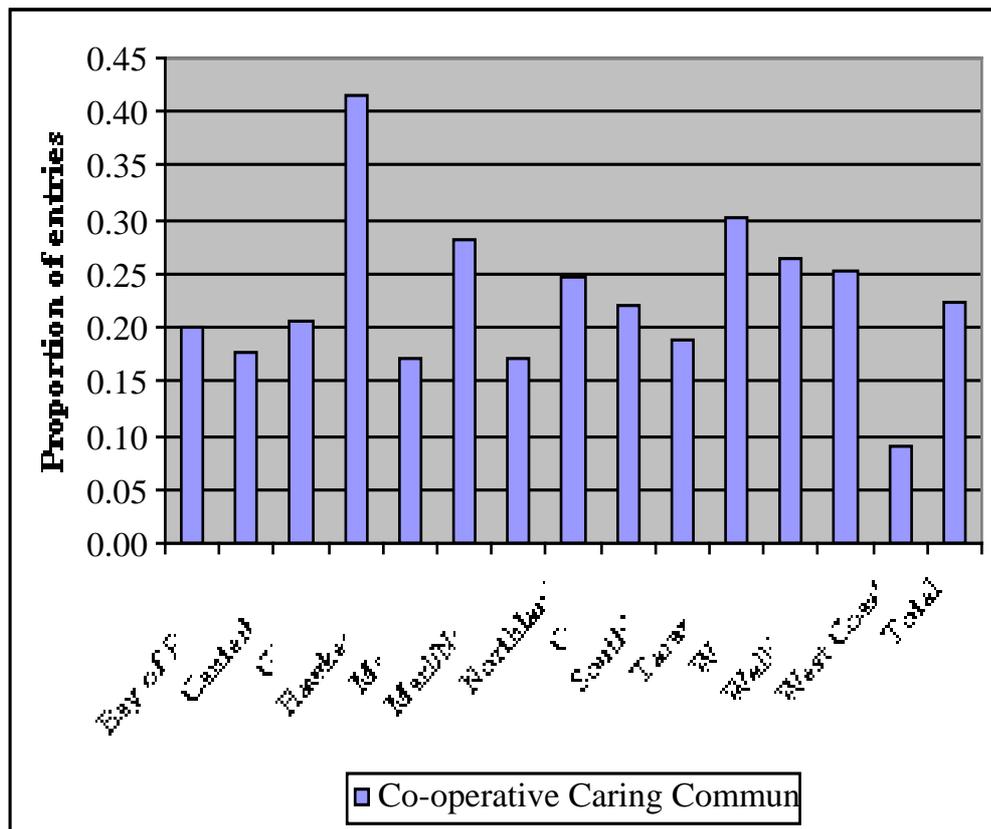
This theme is one of the four most frequently mentioned, being noted in just over 22% of entries. It is not as strongly represented within the youngest age group as the chart below shows.





“The future is whanau” Age group 31–40 Region Waikato

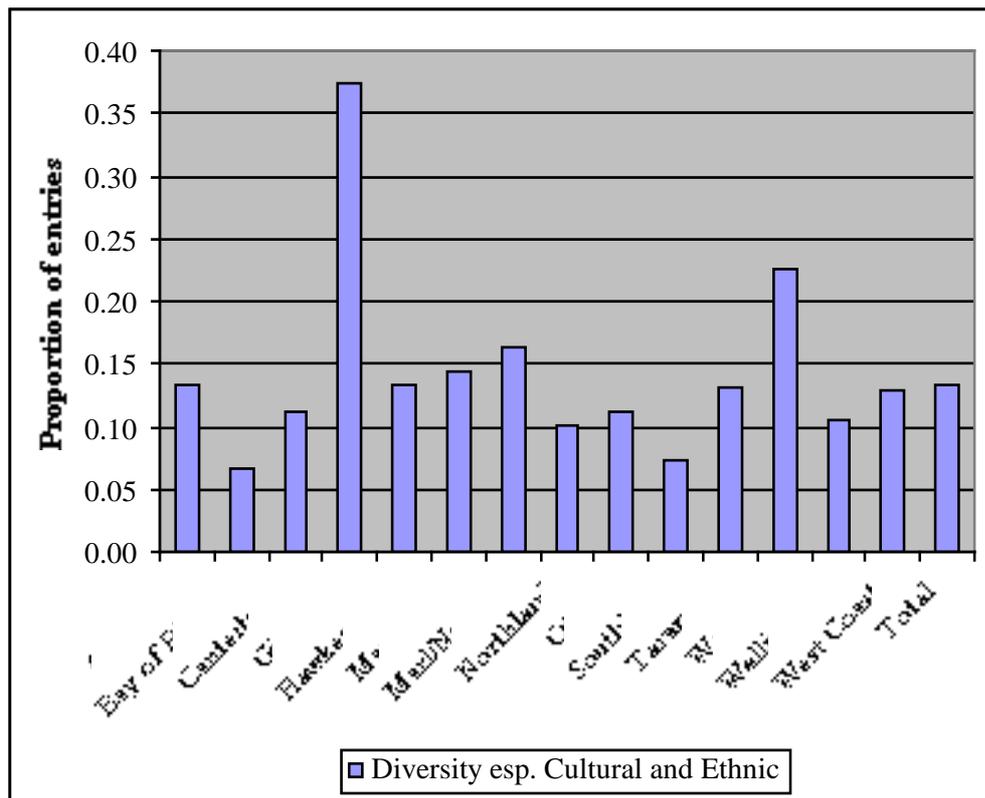
Regional variations are shown in the next chart. The proportion of entries from Gisborne mentioning this theme (42%) is notably higher than the proportion over the total sample. Fewer than 10% of entries from the West Coast mentioned this theme.



Futures Theme 6. Diversity esp. Cultural and Ethnic

Celebration of diversity is the flavour of this futures theme. Vision entries were categorised here when they spoke of respect, harmony and understanding between races and cultures, or when they hoped for a multicultural future where diversity is celebrated. Some called for NZ to be multilingual, and for others welcoming immigrants is important. Also categorised under this theme are the entries that spoke of such things as diversity in ideas and alternative medicines. These are consistent with a future in which New Zealanders are open to variety in all its forms. (The absence of discrimination on the basis of race or culture is not included in here, but within Futures Theme 7 “Equitable Society.”)

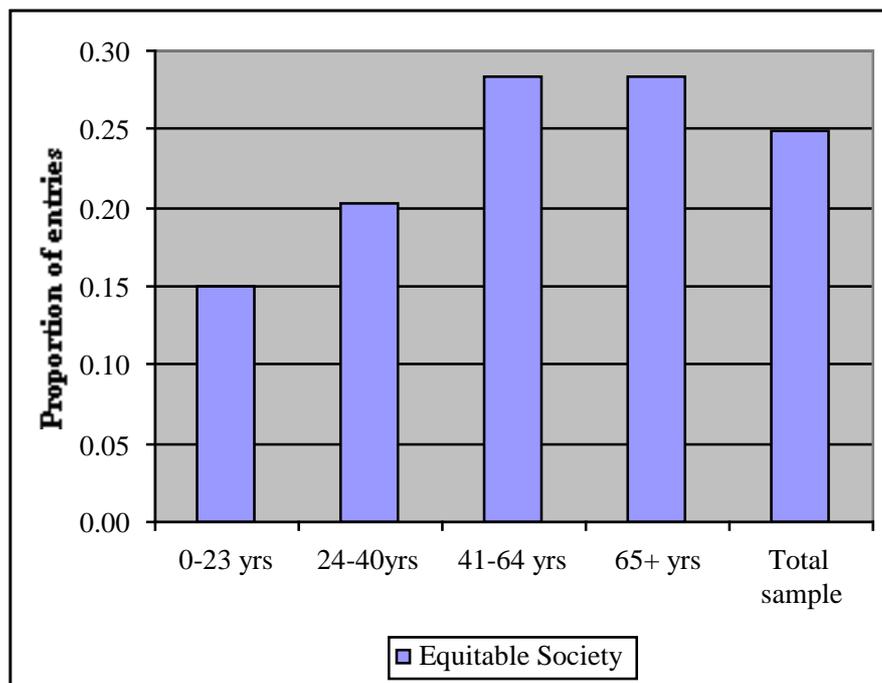
Although not among the highest scoring themes, this theme was mentioned in 13.3% of entries. There are some interesting regional differences with mentions within the Gisborne group at a notably higher proportion than in the total sample. Waikato also stands out.

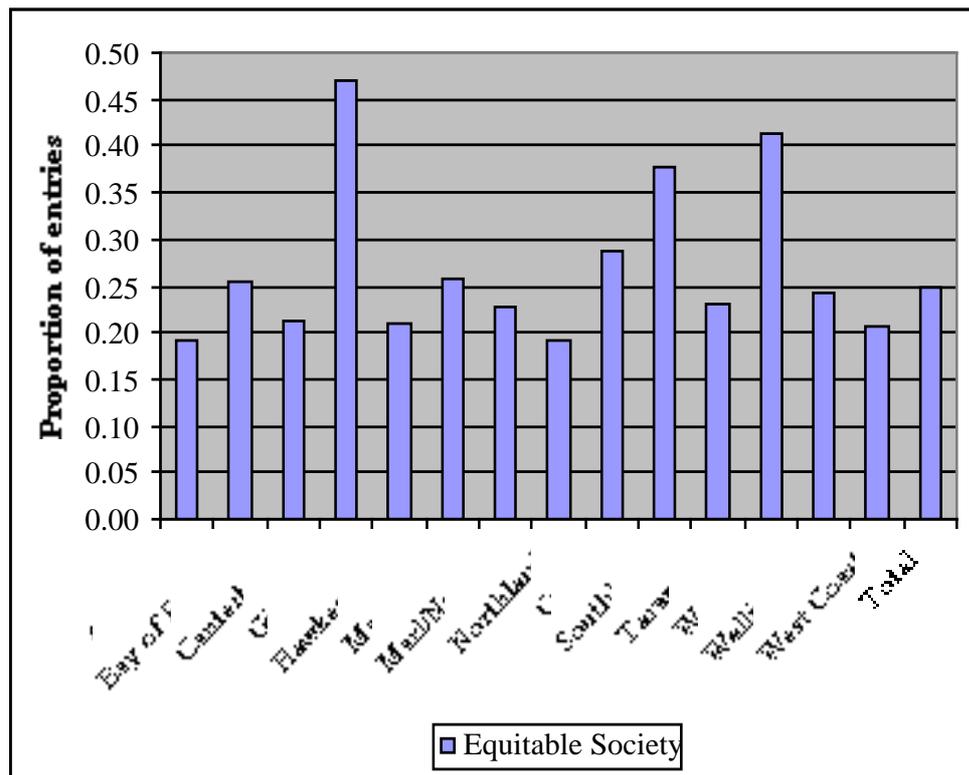


Futures Theme 7. Equitable Society

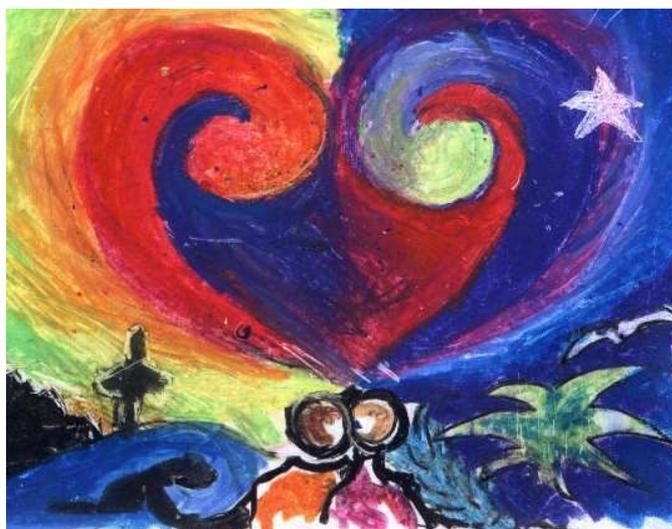
New Zealand as a more equitable society is one of the major themes in the vision entries. This futures theme covers many ideas, ranging from free education, health care and affordable housing for all, through to a more even spread of population and a better deal for rural areas. It includes a number of employment concepts, such as better workplace relationships, full employment and fulfilling jobs. Equity of access to information and communication are in here too, as is cheap public transport. This theme encompasses the absence of discrimination in any form, be it on the basis of race, culture, gender, age or any other factor. Entries calling for a better deal for the elderly and more superannuation were also included here.

This is one of the high scoring themes, with just under 25% of entries including equity issues. Age patterns indicate higher than average interest among the over-40s.





Regional differences in the equity theme are shown above. Waikato and Gisborne again stand out. The proportion of entries from Otago and Southland mentioning equity is also notably higher than the overall sample proportion of 25%

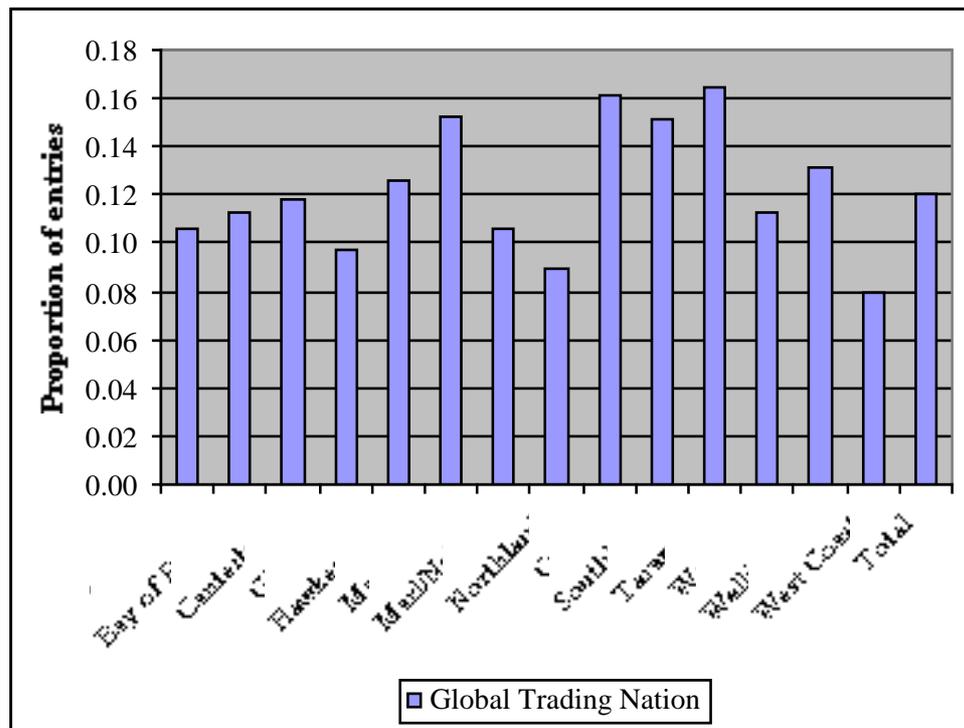


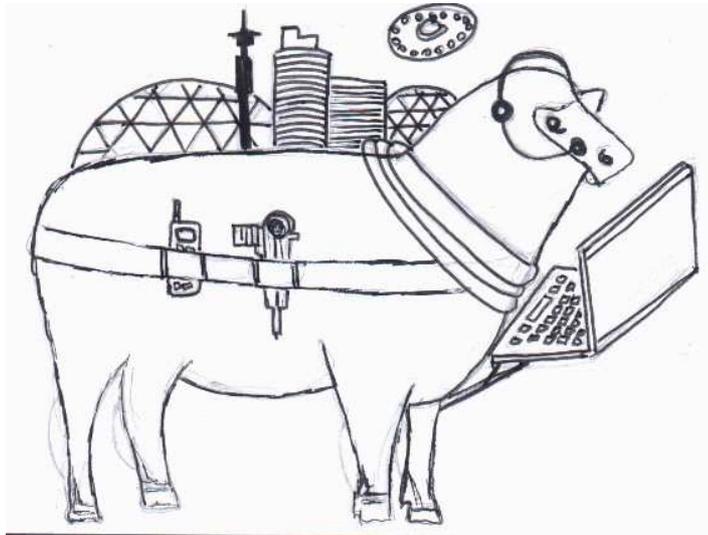
Age group 0–18, region Canterbury

Futures Theme 8. Global Trading Nation

This futures theme encompasses the ideas of those who see the future primarily in terms of economic growth through trade – New Zealand achieving prosperity through agribusiness, smart manufacturing and high quality tourism. Entries that spoke of innovation, competitiveness and a knowledge society are included here. This futures theme also covers high quality education and investment in scientific research on the basis that these support innovation.

This theme was mentioned in 12% of entries. Although slightly higher among the 24 to 65 year age groups, the more interesting differences are regional. In Manawatu, Otago, Southland and Taranaki 15% or above of entries mentioned this theme. Regions where this theme was mentioned in less than 10% of entries were Gisborne, Northland and the West Coast.





Age group 0–18, region Canterbury



Age group 24–30, region Auckland

Futures Theme 9. Individualism

The flavour of this theme is self-responsibility and individual rights. It encompasses ideas associated with a “more market” approach, including a reduction in the role of government, lower taxes and fewer welfare benefits. The concept of “user pays” is included. This theme did not readily emerge from initial

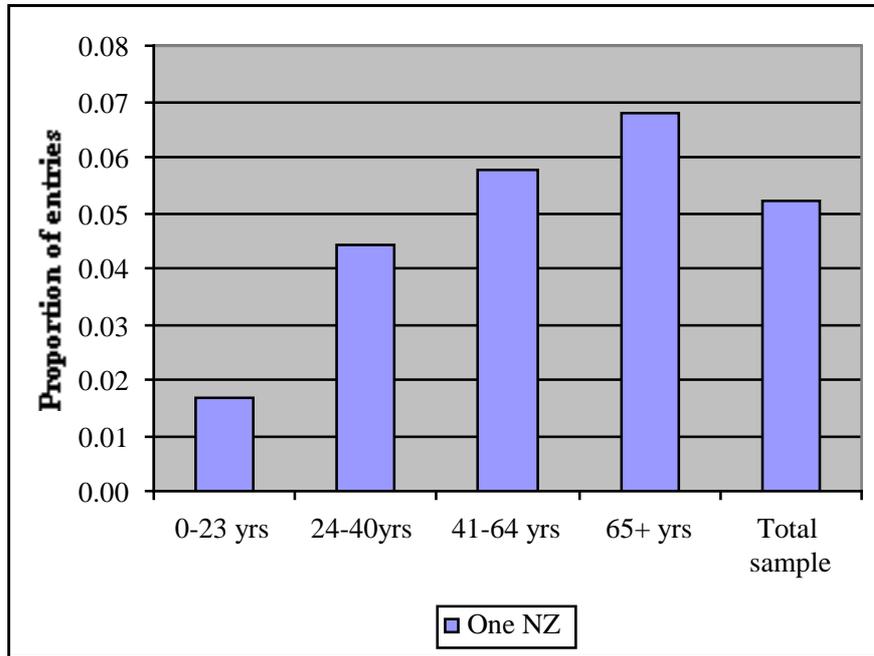
scanning of the entries, but was included to ensure that ideas along these lines were captured as a counter to the strong communalism flavour of the “Cooperative Caring Community” theme. “Individualism” did not receive many mentions, just 134 or 1.8% of the sample. There were no significant regional or age differences.

Futures Theme 10. “One New Zealand”

This theme captures that idea that New Zealanders should focus less on differences between our component cultures and more on our common ground. “We are all New Zealanders.” It encompasses the idea that the Treaty of Waitangi should be ignored and Treaty negotiations be ended as soon as possible or scrapped all together. Also included in here are calls to restrict immigration or focus only on European immigrants. This theme covers a spectrum of thought from intolerance of diversity at one end through to a cry for harmonious unity at the other. It proved to be the most problematic of the themes because in many case it was difficult to judge whether the entrant wanted New Zealanders to be one in our diversity, or to assimilate all minority cultures into the dominant European culture. The drawing below encapsulates this dilemma – what did the entrant really mean?

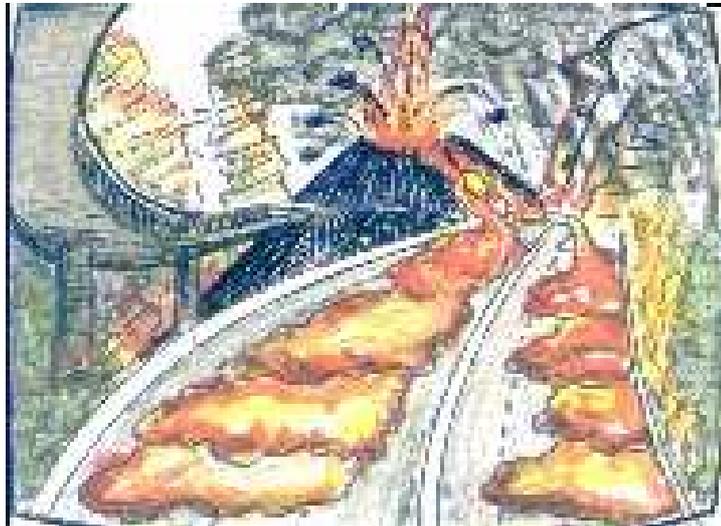


Only 5.2% of entries included this theme. There was a marked variation by age, with a clear upward trend emerging across age groups, as the chart below illustrates.



Futures Theme 11. Pessimistic Futures

Although most entrants interpreted the competition as an invitation to describe their “ideal future New Zealand”, there were a number who clearly thought of a “vision” as a prediction of what would happen. Most of these predictions were gloomy and covered a wide range of topics, including natural disasters, overcrowding, depression, pollution and species extinction. They indicate a pessimistic attitude towards the future. They are all placed within a single theme because the primary focus of this analysis is to discover New Zealanders’ preferred futures. Only 2.8% of entries were pessimistic. There were no particular age group or regional differences.



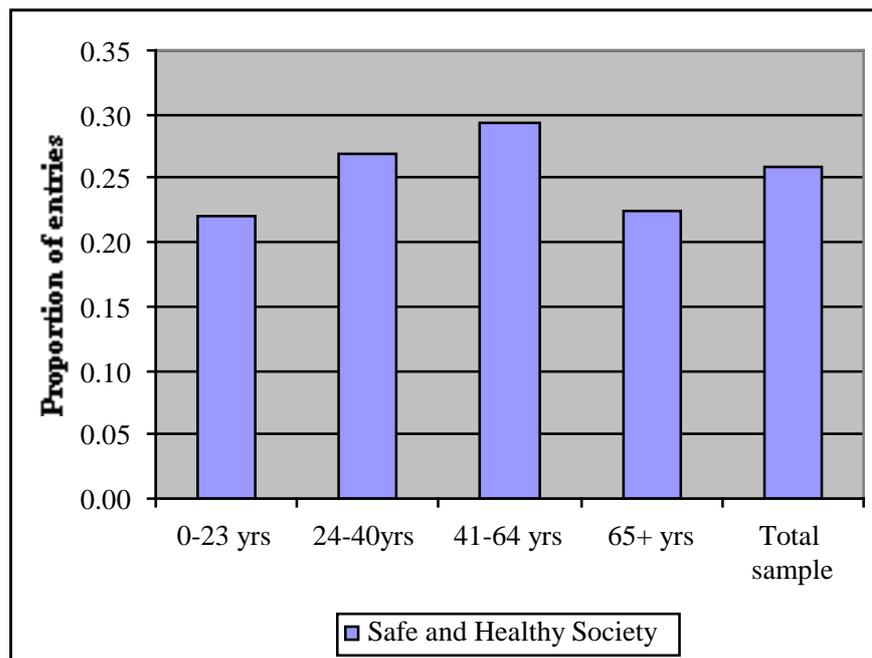
*“Auckland’s traffic problem – the final solution”
Age group 65 – 74, region Auckland*

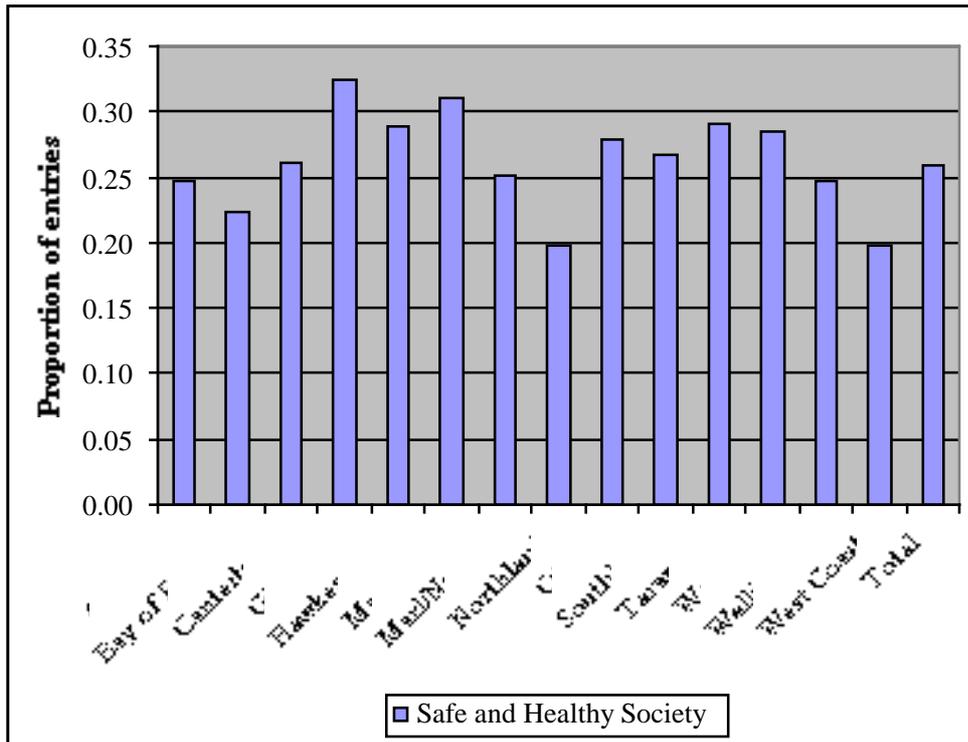
Futures Theme 12. Safe and Healthy Society

Many entrants hoped for a future in which New Zealanders are safer and healthier. This futures theme encompasses the concepts of peace and freedom, as well as the reduction or elimination of violence, crime, terrorism, “evil”, drug and alcohol abuse, and the road toll. Also included here are calls for better eating habits and healthier living. People want to feel secure in their homes. The continuation of New Zealand’s nuclear-free status is also in here.

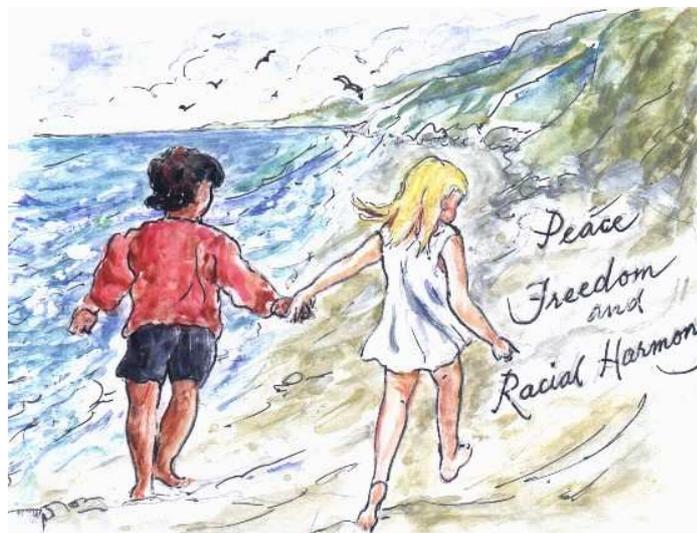
This was one of the most popular themes, mentioned by nearly 26% of entrants. Because there are so many ideas included in this futures theme, it is not surprising that so many of the entries were categorised within this theme. However, it does indicate for those who entered the competition, issues of safety and health are of high priority for the future.

Age group patterns indicate a slightly higher desire for a safe and healthy future among 24 to 64 year-olds.





The above chart indicates that the proportion of entries wanting a safe and healthy future is above the overall proportion for the regions of Gisborne, Hawkes Bay, Manawatu, Taranaki, Waikato, Otago and Southland.



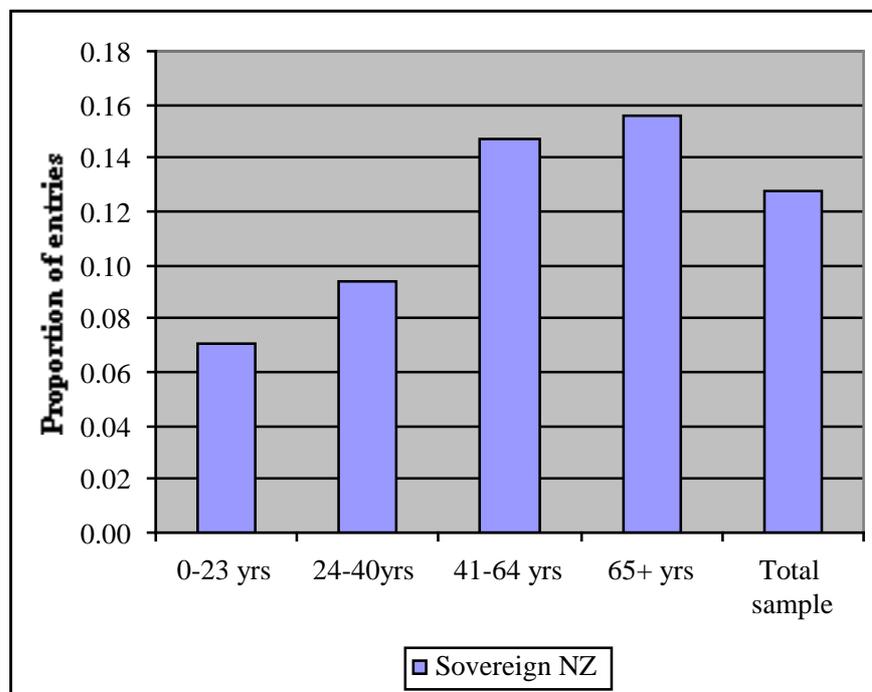
Age group 65 – 74, region West Coast

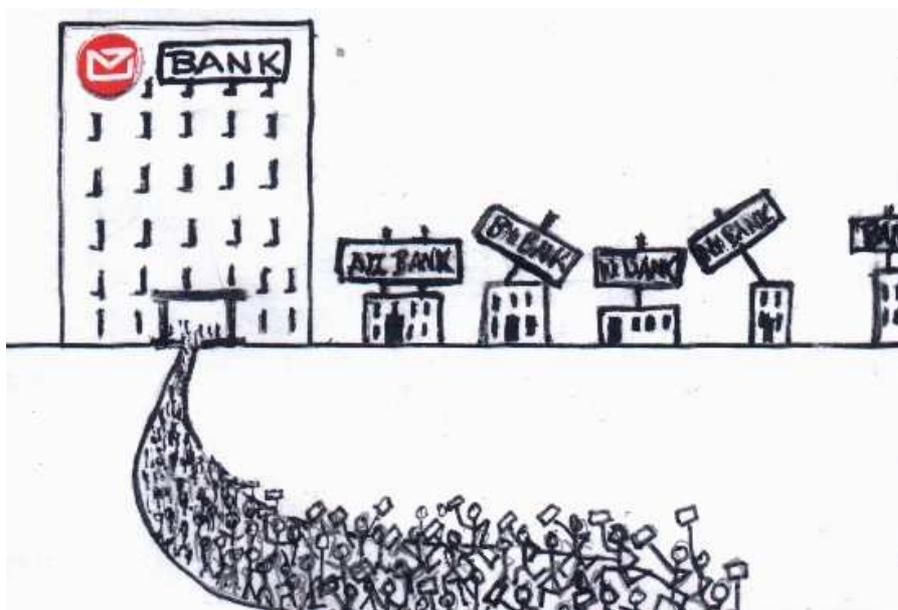
Futures Theme 13. Sovereign NZ

National pride is a strong strand among the vision entries; futures theme 13 covers patriotic independence in its wide variety of manifestations. It includes the return to public and/or New Zealand ownership of assets, such as land, railways, and

banks. It also includes the suggestion that New Zealand be less dependent on trade and more self-sufficient. Some entrants suggest that NZ become a neutral nation, others that we become a Republic. Also included here are calls for greater investment in our defence forces and for better politicians and leaders. NZ Post's "Road Ahead" campaign coincided with the establishment of the Kiwi Bank, and entries that were supportive of the Kiwi Bank concept are categorised here. "Don't follow the USA" is included under this theme. So also are entries that focus on facets of New Zealand's "unique identity" (kiwiana etc).

This theme was mentioned in nearly 13% of entries. There were no notable regional differences but the following age group patterns indicate that sovereignty issues are more important among older people.



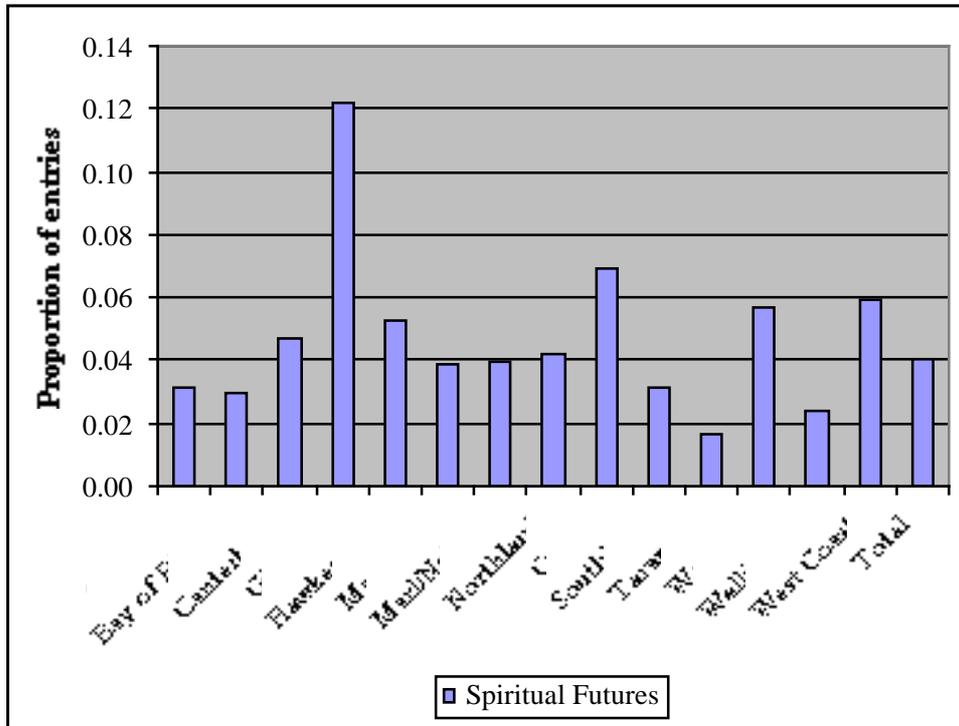


Age group 51 – 64, region Wellington

Futures Theme 14. Spiritual Futures

This futures theme is about New Zealand becoming a more spiritual society. It encompasses the wishes of those who want to see Christianity and Christian principles playing a bigger part in our future, as well as those who mentioned other religions or other spiritual components to life. This theme was noted in 4% of the entries.

The following regional pattern indicates a higher than average concern with spirituality in the Gisborne region.

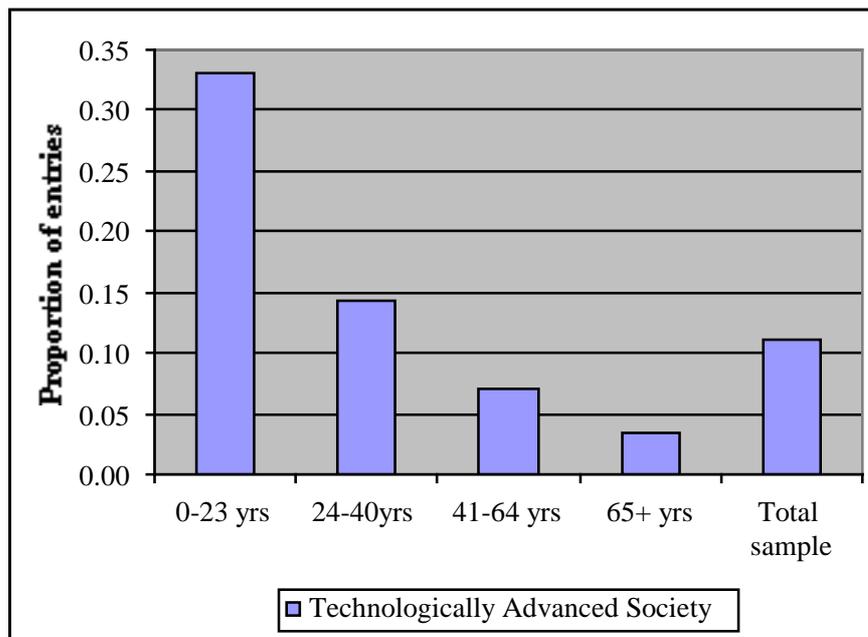


Age group 51 – 64, region Northland

Futures Theme 15. Technologically Advanced Society

Some people think of advanced technologies when asked about the future. This futures theme encompasses the greater adoption of existing technologies – such as electric transport options and monorail – through to technologies still in the realm of the imagination, such as flying cars and time travel. Also included in this theme are greater use of the Internet (e.g. for shopping) and other smart communication technologies. Megacities are consistent with the flavour of this theme since they imply clever solutions to the traditional problems that beset large cities. The idea of a tunnel under Cook Strait also comes within this theme.

While only 11% of total entries mentioned this theme, the proportion in the under 24 age group was 33%, as this chart shows. Young people tended to think of the future in terms of technological advances and there were many drawings with this theme.





Age group 0 – 18, region Waikato

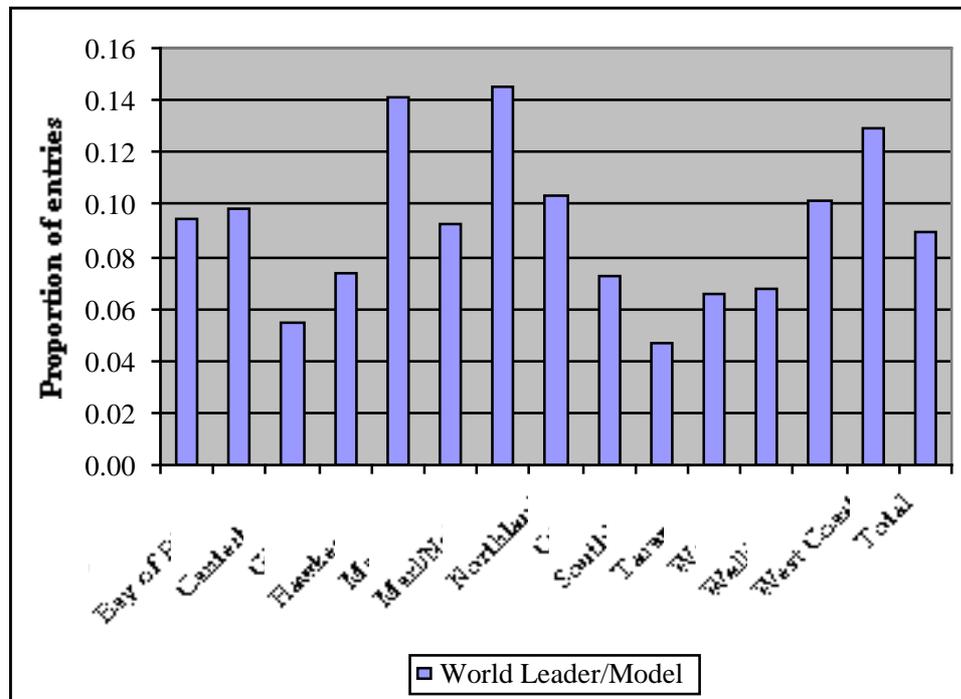


Age group 0 – 18, region Wellington

Futures Theme 16. World Leader/Model

A strong strand in the kiwi identity is a belief in our ability to lead the rest of the world, and this is well-represented among the visions. Vision entries imagine New Zealand leading the world in a host of ways, as diverse as sustainable environmental management, commerce, hospitality and race relations. Some see NZ as a sanctuary for people from all over the world, and similar is the view that we should accept more refugees. Others see NZ having a role as an international peace broker. For some, New Zealand's role is to feed the world. The view that we should be more generous with overseas aid is also included in this theme.

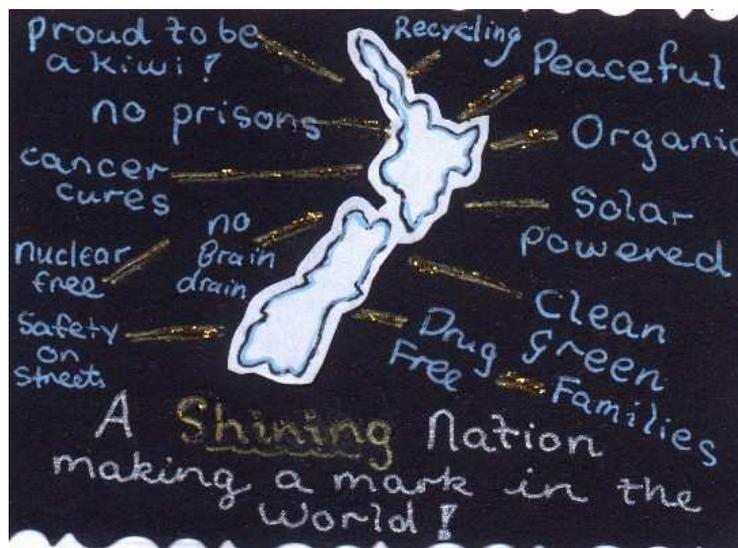
Nearly 9% of entries included this theme. The regional chart below indicates that this view of New Zealand's future is well above the average in entries from Hawkes Bay, Marlborough/Nelson and the West Coast.



Although there were no marked differences in mentions of this theme between the age groups, the idea of New Zealand leading the world inspired some excellent art work among the younger entrants.



Age group 0 – 18, region Auckland

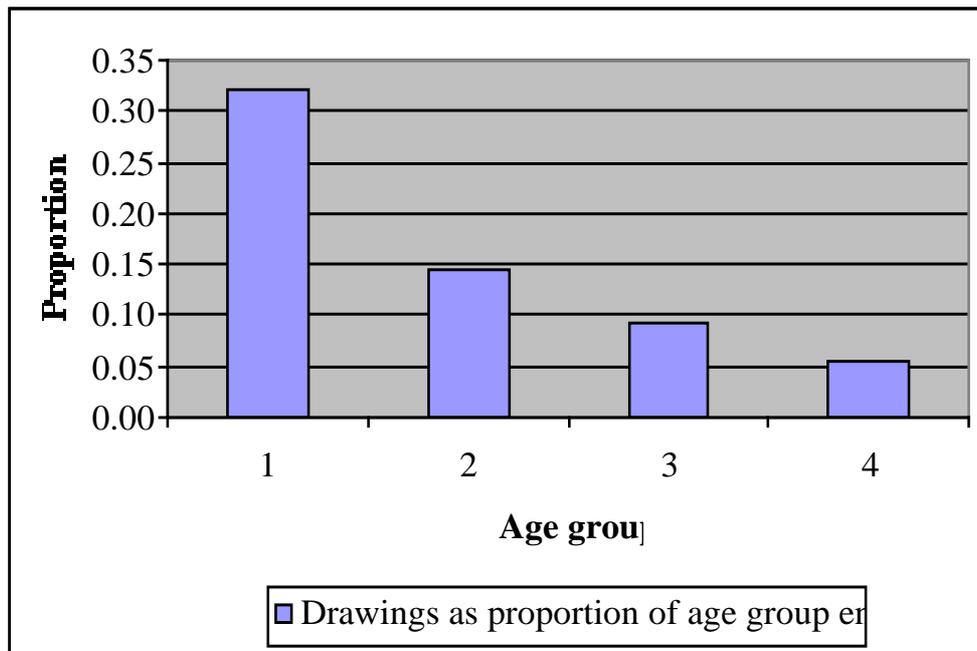


Age group 0 – 18, region Manawatu

4.3 Drawings

Of the 7488 visions analysed, 914 were drawings. In other words around 12% of entrants chose to present their vision as a picture. As the chart below shows, younger entrants were more likely to choose drawing than were older entrants. About one third of age group 1 (0 to 23 years) chose to submit a drawing. For the over 65's (age group 4) it dropped to around 5 %.

Popular themes for the drawings were “Clean Green NZ” and “Technologically Advanced Society.” Almost all of the themes were represented amongst the drawings. Categorisation of many of the drawings into future themes was quite difficult.



4.4 Poems

A number of people chose to send their visions in the form of poem. Here are some examples:

Nature Estuary Wealth Zest Eventful Art Love Ambition Novelty Devotion Freedom Unity Technology Uniqueness Right Everlasting”	Water Blue Blue Sky Sky and Sun Sun safe Safe Home Home Love Love NZ NZ People People Together Together Journey Journey Forward Forward Lead Lead Others Others Come Come Peacefully Peaceful Water
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<p><u>Tomorrow</u></p> <p>The mountains will stand above us The forests still tall and green The rivers ever run fresh and clean Flowing onwards to the sea.</p> <p>Beneath our Southern Cross Tomorrow we will stand Many races and ages and outlooks Aotearoa- our home, our land</p>	<p>The road ahead is full of pieces of paper that in the corner say “I love you” xxx.</p> <p>It’s like the road behind, only in a different direction.</p> <p>It goes past one face at a time. It smells like coconut. On rainy days it smells like clouds.</p>
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4.5 Ideas not covered by the main futures themes

There were very few entries that could not be classified according to the 16 futures themes. Study of these entries revealed the following minor themes (i.e. suggested by fewer than 10 people):

- Becoming a state of the USA
- An end to: consumerism,
gambling,
TV,
computers
- Opposition to globalisation
- Population growth in NZ to 10 or 20 million
- Maori self-government
- People to reach their potential as “our greatest resource”
- Harsher penalties for criminals (including sending them to offshore islands).

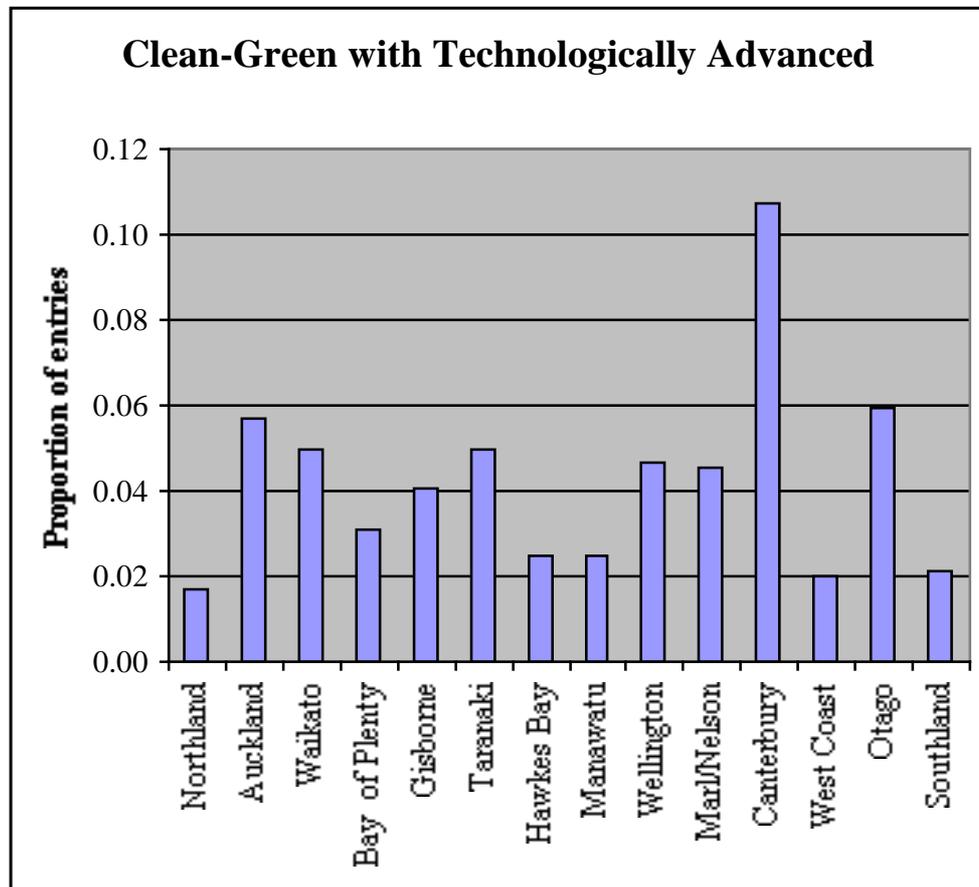
4.6 Cross-theme correlations

Because most entrants mentioned a number of different futures themes, it is interesting to ask questions about the combinations of themes within entries. This analysis has not been able to pursue these questions extensively. However, the following two common combinations of themes were identified by those who categorised the entries.

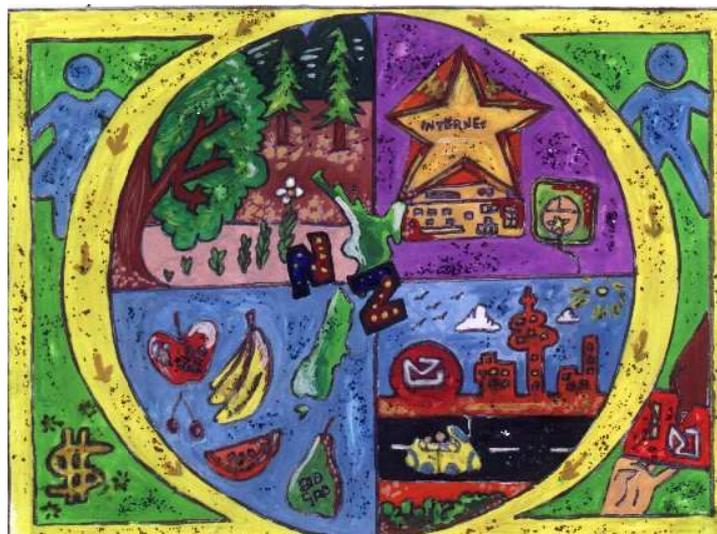
“Clean Green NZ” with “Technologically Advanced Society”

“Co-operative Caring Community” with “Equitable Society”

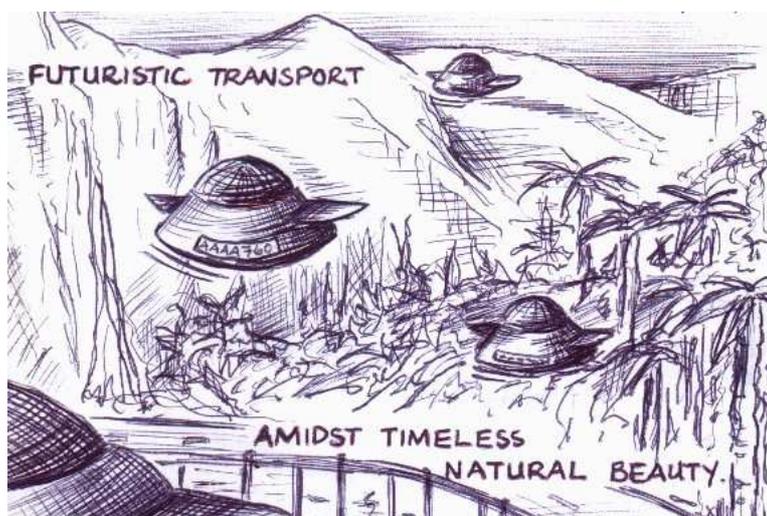
The regional patterns of correlation were explored for these combinations. The charts show the proportion of entries from each region that combined the 2 themes.



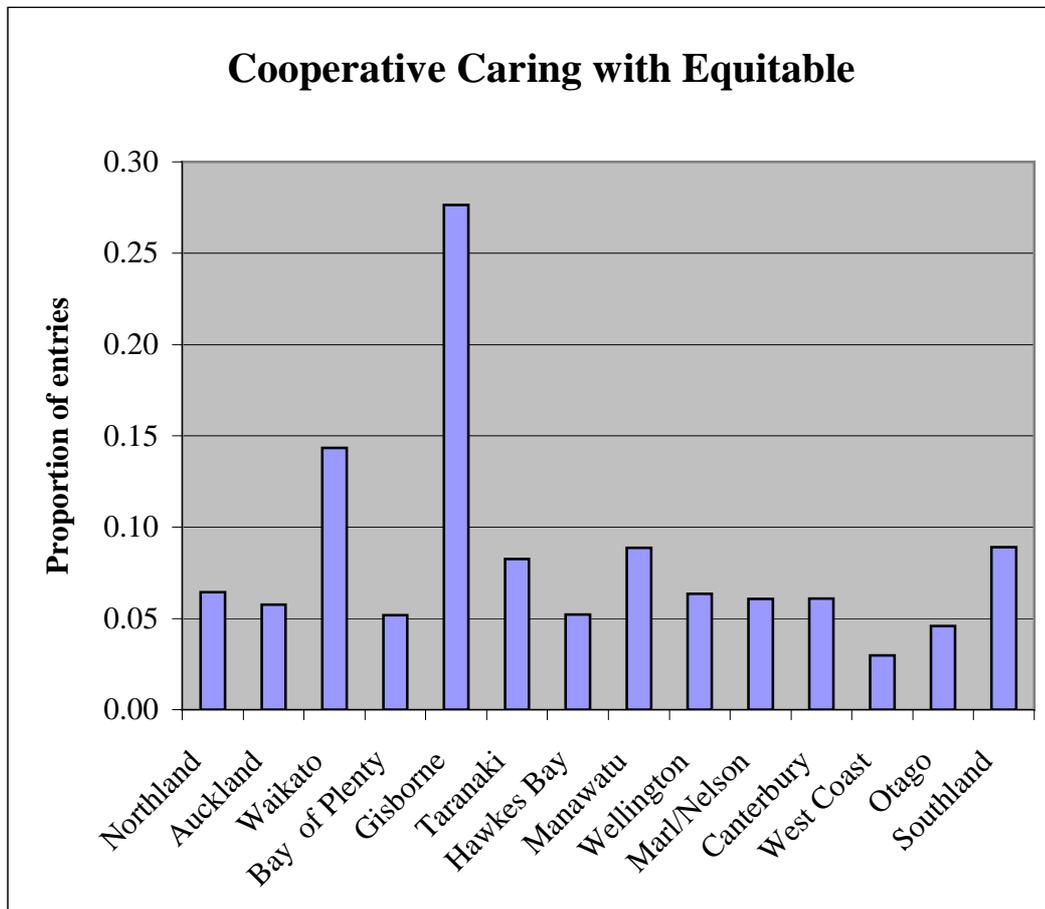
Canterbury stands out as the region where entrants are most likely to want to combine the advantages of a technologically advanced society with the benefits of high environmental quality. Over 10% of the Canterbury entries combined those two themes. This combination of themes was also a popular choice for drawings as the following two examples illustrate.



Age group 19 – 23, region Gisborne



Age group 0 – 18, region Wellington



Gisborne stands out as the region whose vision entries are most likely to combine a caring cooperative society with an equitable one, with over a quarter of their entries including both those themes.

5. Conclusions

The 7488 New Zealanders who sent in entries to the NZ Post “Road Ahead” Competition cannot be considered representative of the whole population because they are a self-selected group. Nonetheless it is interesting to observe what this group of people – from all age groups and all regions – chose to include when writing about their ideal future. The following table indicates the rank ordering of the 16 future themes.

Futures theme	Percentage of entries mentioning this theme *
“Clean Green” NZ	33.81%
Safe and Healthy Society	25.93%
Equitable Society	24.85%
Co-operative Caring Community	22.25%
Diversity esp. Cultural and Ethnic	13.23%
Sovereign NZ	12.82%
Global Trading Nation	11.99%
Technologically Advanced Society	11.02%
World Leader/Model	8.92%
One NZ	5.22%
“Back to the future”	4.97%
Spiritual Futures	4.03%
Pessimistic Futures	2.78%
Bicultural NZ	1.82%
Individualism	1.79%
Australasia	0.69%

*Does not sum to 100% because most entries mentioned several themes.

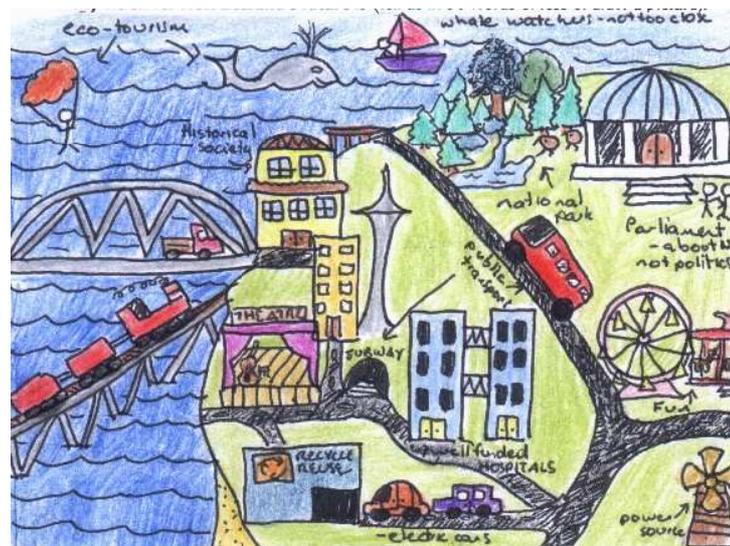
The four most popular themes are large categories, containing many different facets around a central theme. It is therefore not surprising that these come out at the top of the list. Nonetheless they were identified in the first place as themes because of the large number of entrants that chose to write about some aspect of those general topics. The three least mentioned were “Australasia”, “Bicultural NZ” and “Individualism”. This is also not surprising because these themes were included to capture ideas that did not fit into the major themes. However, at another time and place in NZ’s history they might have been, or may become, major themes.

When asked to write about the future, people often focus on issues that concern them in the here and now. This analysis suggests that issues that most concern the people who entered this competition are:

- Maintaining and enhancing the natural environment (“Clean-green”)
- Creating a co-operative and caring community
- Issues of equity and equal opportunity
- Becoming a safer and healthier society.

There are no major differences between regions or between age groups in what people want for the future. There are, however, some interesting patterns of difference. One could not claim that these are indicative of regional and age group differences in the whole population without further research. Some interesting research questions suggested by this analysis include:

- Why do the Gisborne respondents seem to stand out in their views on a number of things, notably co-operative community, diversity, equity and spirituality?
- Why do the Canterbury respondents stand out for combining “clean-green” with a high-tech. society?
- What do people really want when they talk about “one New Zealand”? Why does this preference increase with age?
- Why is concern for an equitable society higher in the over 40’s?
- Why were women more likely to enter this competition, and why does that change in the over 65 age group?



Age group 19 – 23, region Otago

Appendix: Content of the Visions

This is the framework that was initially developed on the basis of 1800 entries. It is a hierarchical framework typical of that used to categorise qualitative data. From this framework the 16 future themes were derived.

1. Cultural and Social Futures

1.1 Arts

- good music

1.2 Cultural Diversity

- biculturalism
- equal partnership Maori and pakeha
- multiculturalism/ diversity celebrated
- harmony and acceptance between races
- multilingual society

1.3 Equity/equality/equal opportunities (c.ref. 6)

- racial
- social and economic
- access to communication and information
- access to services such as health care
- empowerment

1.4 Families

- better parenting
- marriage

1.5 Feelings

- happiness/contentment
- fun

1.6 Maori perspectives

- look to the past to know where you are going

1.7 Monoculturalism

- “one nation/ one people”
- “we are all New Zealanders”

1.8 National identity (C.ref 8.4)

- te reo Maori
- ingenuity
- icons: barbeques, kiwis, buzzy bees
- outdoor living
- NZ flag
- live by our national anthem

1.9 Safety

- greatly reduced crime
- secure homes
- no violence
- lower road toll
- tourists feel safe

1.10 Sport

1.11 Treaty issues

- speed up Waitangi tribunal
- forget about Treaty issues

1.12 Values

- “family” values
- co-operative, supportive society /cohesive society/sense of community
- “traditional” values (C.ref 9.1)
- spirituality
- Christianity
- Love/cherish ourselves and each other
- “Righteousness”
- Respect
- Competitive spirit

2. Environmental Futures

2.1 “Beautiful New Zealand”

- preservation of scenery
- preservation of natural heritage
- restoration of native plant cover and birds species
- conservation of marine environment.

2.2 “Clean/green NZ”

- no litter
- no pollution/fresh air
- free of GE and GM
- organic/pure
- recycling
- land of abundance

2.3 Sustainable NZ (merge with 2.2?)

- biosecurity
- efficient use of natural resources
- solar and other renewable energies

3. Economic Futures

3.1 Asset ownership

- Public (NZ) ownership of assets
- Public ownership of railways

3.2 Balance (development vs preservation)

3.3 Competitive advantage

- NZers the “natural”/environmental experts
- Sport
- High quality/high tech goods
- Agribusiness/processing primary products
- Organic food
- GE
- Manufacturing

3.4 Employment

- full employment
- liveable incomes
- useful/suitable/sustainable jobs
- better relationships employer/employee

3.5 Innovation (C.ref 7.2)

- thinking outside the square
- support for innovation
- diversity of ideas
- support for small business

3.6 Performance

- prosperity/high standard of living
- new tax systems
- consumer watchdog

3.7 Science and research

- more investment

3.8 Self-sufficiency vs Trade (c.ref 8.3)

3.9 Tourism

- cultural tourism
- eco-tourism
- high quality tourist trade/ NZ hospitable and welcoming
- large tourist trade

4. Political Futures

4.1 Climate

- a free democracy

4.2 Leadership

- better leaders in NZ

4.3 Local government

4.4 Politicians

4.5 Republicanism

4.6 Representation

- MMP
- No MMP

4.7 Union with Australia

5. Infrastructure

5.1 Banking and Postal

- Post Offices in rural communities
- Lower banking fees

5.2 Cities

- mega-cities
- more retail stores

5.3 Communication

- thriving e-sector
- smart communication technologies

5.4 Energy

- renewable sources
- more hydroelectricity

5.5 Housing

- everyone can own their own home
- cheaper rents

5.6 Transport

- free public transport
- high-tech public transport
- less car use
- shopping via the Internet
- better roading/ more motorways
- more airports
- monorail
- electric options for transport
- flying cars/saucers
- time travel
- goods by rail to get trucks off road

6. Social Services

6.1 Education

- higher standards/world class
- affordable or free
- for self-improvement
- for financial self-sufficiency
- teachers trained in psychology
- more apprenticeships

6.2 Health

- high standards of care
- free care
- greater investment in health
- more health research
- healthier eating/ no obesity
- healthier living
- no alcohol/drug abuse
- attention to mental health
- caring for the disabled
- more vaccinations
- alternative medicines and healing

6.3 Justice (c.ref 1.9)

- victims rights
- prisoners rights
- harsher penalties enforced

6.4 Welfare

Better deal for elderly

7. Demography

7.1 Distribution of population

More people in rural areas

7.2 Emigration

encourage NZers to go overseas and come back (c.ref 3.5)

7.3 Immigration

restrict immigration

7.4 Population size

moderate growth
strength in numbers

7.5 Refugees

we should accept refugees

8. International

8.1 Aid

8.2 Defence

NZ a neutral country
small effective airforce
nuclear-free

8.3 Globalisation (merge with 8.4?)

NZ active participant in global economy/ a “neighbour” in the global village

8.4 New Zealand’s Role in the World

NZ a sanctuary for people from all over the world/ a welcoming hospitable country
NZ a world leader/pioneer in such things as eco-issues, commerce and race relations.
NZ feeds the world
Independence in foreign policy
NZ an international peace broker

8.5 Peace

World peace
Peace within NZ/ win-win solutions

9. Miscellaneous

9.1 “Back to the Future” NZ should be the way it used to be (e.g. traffic officers, security, values)

9.2 Natural disasters (e.g. global warming, earthquakes)

9.3 No change

9.4 Pessimistic futures (e.g. return of Great Depression)

9.5 “Utopia”/ “Paradise”

