



**THRIVING
SOUTHLAND**

*Tōnui ana te whenua. Tōnui ana te takata.
A thriving, prosperous land. A thriving, prosperous people.*

The difference that MAKES A DIFFERENCE

An independent evaluation found that in
just two years...



Thriving Southland is the difference that makes a difference

Science acts as the catalyst not the enforcement tool

Thriving Southland gives Catchment Groups the support to realise their potential

Catchment Groups have a more strategic approach now

THRIVING SOUTHLAND SUPPORTS
good farming practice through Catchment Groups

Catchment Groups are building farmer resilience, supporting positive wellbeing and helping build a greater sense of community and shared purpose

80+
projects
almost
\$2million
funding
accessed by
Catchment
Groups

Farmers are gaining knowledge and skills to drive positive change, improving their farming management practices and taking proactive steps toward farming for the future

Catchment Groups are a massive network sharing knowledge regionally and nationwide

“We’re all driving for the same outcomes and supporting our community in the transition that’s needed, so definitely all on the same page and working together.”
(Stakeholder interviewee)

“Having that support with the science and the evidence, the data to make sure we go in the right direction and spend the money in the right place [is critical].”
(Catchment Group member)

Thriving Southland and Catchment Groups are working together to enable farmers to “identify the at-risk areas and how [they] can mitigate some of these issues.”

Catchment Groups operate at their own pace with Thriving Southland adding a professional side to catchment groups without taking them over

Thriving Southland is a trusted entity

Catchment Groups are building wider relationships: working with Māori helps socialise iwi values; working with scientists, local government, and other farmers helps embed sustainable change.

Momentum has been gained and shouldn't be lost

10-20 year environmental timeframes need continuity of effort and funding

