

Fantastic insights for Catchment Groups

Thriving Southland conducted independent research by Scarlatti to collect lessons from four Catchment Groups that successfully engaged their communities and achieved environmental outcomes. A more detailed report is available.

The right people in the right roles makes all the difference

Support from the right catchment coordinator is crucial

They are personally invested: They understand the community, have farmers' backs, and are trusted by them.

Skilled facilitators can keep things moving: They manage group dynamics and handle tough conversations.

Connected and resourceful: They spot opportunities and bring in lessons and contacts from other projects.

A trusted middleman: They liaise with different stakeholders while ensuring the project remains true to the community's goals.

Hiring the right scientists and rural professionals helps

They can explain science clearly: They can break down complex data in a way farmers can understand and relate to their daily practices.

Can forge good relationships with farmers: They value working directly with farmers and make learning hands-on and engaging. Being local helps a lot with this.

Can take a whole-farm approach: They consider the full picture – farm types, environment, and business goals to form realistic solutions.

Can get things done on time: They respect the timeline and make sure things get done on schedule.

They benefited from the right farmers

Strong champions: Look for farmers who are passionate, persistent, and act with a sense of social responsibility. Lean on them to help lead, shape decisions, and bring others on board.

Engaged case study farmers: Choose farmers who are committed, willing to learn, and open to sharing data and having people on their property. They should also have the authority to make decisions on their farms.

Reflect the diversity of the catchment: Ensure your farmers come from different parts of the catchment and represent a variety of farm types and personalities. This shows change is possible for everyone and encourages wider involvement.

Catchment group insights: check out the feedback from successful catchment groups at thrivingsouthland.co.nz/catchment-groups