

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 ground-up approach works

Engagement takes time and patience

Tangible outcomes take time: Every group is different. Lay the groundwork and don't rush the process.

Celebrate smaller wins: Take a moment to recognise the knowledge gained and relationships built along the way.

Start with the willing, but don't forget the rest: Work with those ready to go, and keep checking in with those who need more time to get on board.

Keep ownership in the hands of the community as the project grows

Welcome industry groups to support but not steer: Bring in help when you need it, but always make sure farmers stay in the driver's seat. External support should build capability, not steer the wheel.

Respect where farmers are at: Not everyone is ready to make physical changes straight away, and that's ok. Being part of the journey still matters.

Don't skip the BBQ! Some of the most powerful conversations and peer learning happen over a sausage and a yarn.

Having a clear and defined purpose, but staying flexible, creates a united vision

Guide your group with a clear 'why': Know what you want to achieve and help everyone be aligned and support the vision.

Stay adaptable through the process: As challenges arise, adjust your implementation plans. Setbacks or delays bring valuable insights that help strengthen your group.

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