

Group 5: Teal

Vision: Aotearoa – the most desirable place in the world

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Output 1: New Zealand Listener cover in 2058

The objective (vision) the strategy is designed to achieve is that Aotearoa (New Zealand) offers a quality of life unparalleled in the rest of the world. New Zealanders balance economic affluence with a rich natural environment and a society that values equity and fairness. This is shown in our *New Zealand Listener* cover which highlights our community, environmental and our economic advances.

Output 2: The New Zealand Coat of Arms

The means (advantage) by which the country will achieve this objective is by focusing on our special characteristics. As a new pioneering nation we have an ability to take the best ideas from around the world and mould them into innovative ways of living and working. The new Coat of Arms depicts these characteristics. While the figures retain the links to the founding of New Zealand, the shield incorporates modern images of nimbleness (the fantail), knowledge (the mauri), growth and development (the punga) and interconnectedness with the world (weaving).

Output 3: Strategy Map

The niche (scope) in which the country intends to operate is focused on three core themes. Economic prosperity is generated by creating a vibrant export-driven economy supported by an innovative education system. A strong connection to the environment is developed by acknowledging both the economic uses of natural resources and the identity that all New Zealanders have with the forests, mountains, lakes and rivers. New Zealand's tradition of egalitarianism and social progressiveness is advanced by increasing participation in government and developing strong communities (see Strategy Map opposite).

Output 1: New Zealand Listener cover in 2058

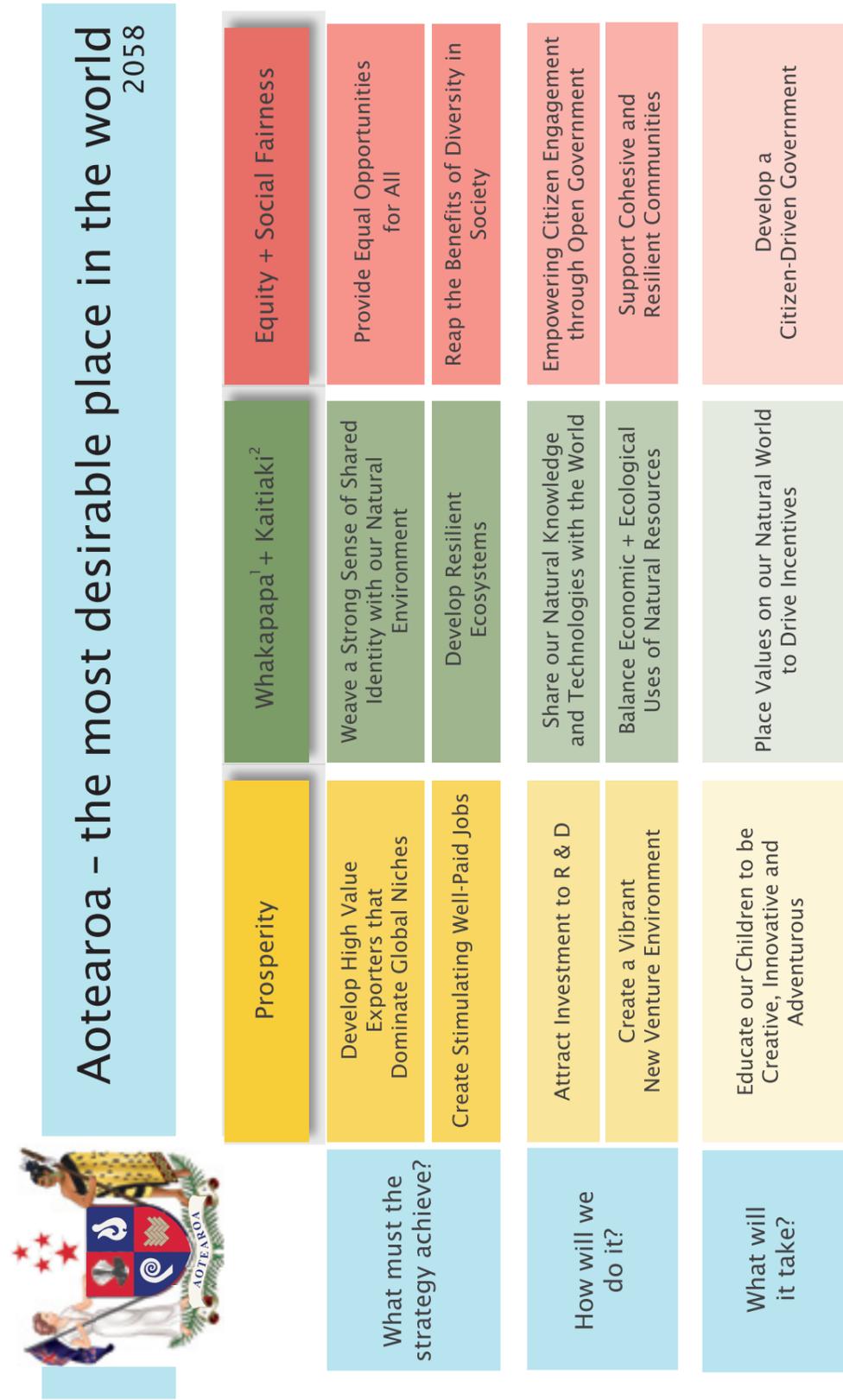
Images courtesy of Greg O'Beirne and 100photos.com
*This cover was altered slightly for publishing purposes



Output 2: The New Zealand Coat of Arms



Output 3: Strategy Map – Group 5



1. Whakapapa : Connection between people and the land
2. Kaitiaki: Guardianship and stewardship of the land and ecological systems