Group 4: Yellow

Selected for presentation at the Legislative Council Chamber

Vision: By 2058, New Zealand will be the most desirable country to live in

Participants: Leanne Silver *(Process chair)*, Carolyn Gullery, Hayden Wilson, Jill Bowman, Neville Henderson, Peter Furnish, Roger Tweedy, Scott Dalziell, Trish Franklin, Joshua Jeffery *(Designer)*

Output 1: *New Zealand Listener* cover in 2058

The objective (vision) the strategy is designed to achieve is that New Zealand will be the most desirable place in 2058. World rankings will highlight New Zealand as a place of opportunity and strong community. Participative government will provide real empowerment and resilience to adapt to future events. This will lead to unprecedented interest in immigration to New Zealand and nobody wanting to leave. We captured these ideas in our *New Zealand Listener* cover which shows people flocking to New Zealand from all over the world.

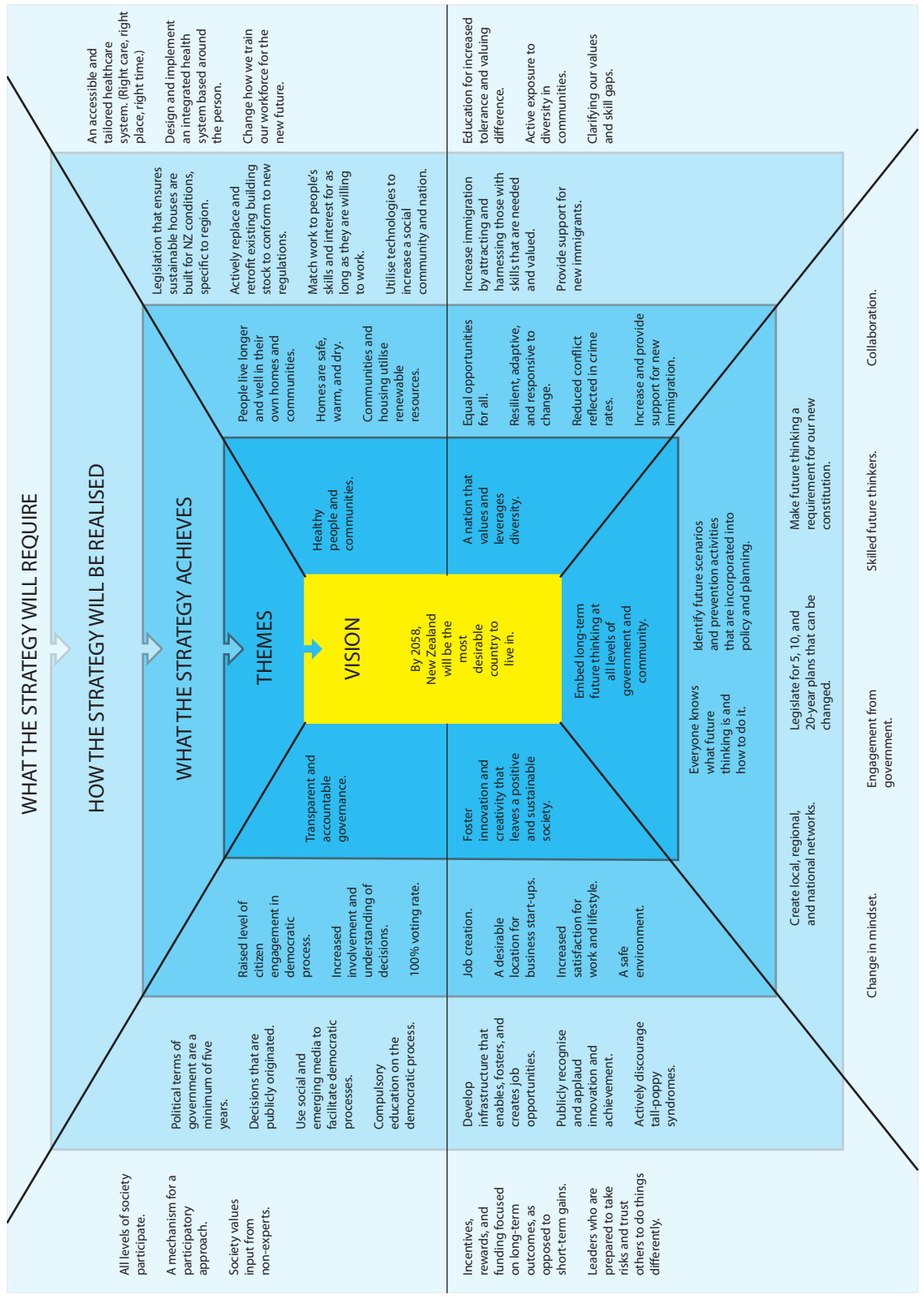
Output 2: The New Zealand Coat of Arms

The means (advantage) by which the country will achieve this objective is shown in the Coat of Arms which was designed to portray the vision of the strategy created in 2011. It represents a multicultural, diverse demographic working together paddling a traditional waka in unity. The boat design harnesses innovation and creativity without forgetting the past. It is on a planned voyage which has been mapped out to follow the Southern Cross towards a bright and sustainable future that contains no boundaries. A true representation that was envisaged in the 2011 strategy map.

Output 3: Strategy Map

The niche (scope) in which the country intends to operate is by having the courage and leadership to position our vision statement at the core of the map. The five themes in our strategy map build a pragmatic path to a sustainable and inclusive society. The themes articulate the essential values and methods to achieve the vision, emphasising New Zealand's strengths and tackling the challenges we face. Desirability is achieved through quality of life, improved wellbeing, increased opportunity and active engagement with environmental and community issues. Incentivising investment in productive assets and introducing compulsory superannuation savings is also key (see Strategy Map opposite).

Output 1: *New Zealand Listener* cover in 2058

Output 2: The New Zealand Coat of Arms

Output 3: Strategy Map – Group 4