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Getting on Board

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Project for the class of 2007

Kellogg Rural Leadership Programme

**Prepared by
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Introduction

'Getting on board' is journey within a journey, a detour if you like, that may bring you back onto the route you have chosen, -by getting you elected, lead you away down a different track, -interest in one role leading to another, or lead to a dead end, - not getting elected. This reference material is provided as a guide to course participants and other aspiring rural leaders who wish to pursue elected office. It details the plans I made and the strategy used in seeking the mayoralty of the Waimate District. It also brings forward some discussion on reasoning for the strategy, and uses examples of other mayor's strategies to highlight differences and similarities. The experience of campaigning was one that I approached with a lot of trepidation, yet as it got into full swing, was one that I largely enjoyed. I found the feedback positive and encouraging, and enjoyed meeting a diverse range of people that I would not normally come into contact with.

While it was written with the local government position in mind, a lot of the ideas and methods will carry successfully to the other rural elected positions, including groups like meat company directorships, fertilizer companies, representative groups like Meat and Wool NZ, and Federated Farmers. As a resource for planning only it offers alternatives and yet is comprehensive enough to be used as a stand alone map.

The Ambition:

The leaders of the community are those who get involved, see a need or just want to do their bit to see the community benefit.

Progress can only happen when someone assumes a leadership role – decides there is a problem, wants to fulfill a need or correct an injustice.

Knowing that leadership today is different to that of our forebears is also important, it used to be rule by fear, lead by setting yourself above and apart, now people expect positive relationships with their leaders, things that give them satisfaction in completion of projects, that empower them to feel part of the team, inspired to achieve, and that their leader is someone with whom they can relate.

My desire to get more involved in the community lead me through the community groups of hall committees, rural water scheme, social club, school board of trustees, recycling trust, and young farmers club(which is a very valuable learning ground in leadership).

This lead to an opportunity to stand for a ward seat for local council as a result of a series of events that culminated in my name going forward. I had stood unsuccessfully for the newly created board of meat and wool NZ, and was looking for a role in either farming circles or community where I could put something into the wider group. I was asked to stand for the regional council by a very influential person and spent an amount of time considering if it was a role that I could handle, in the

end I decided that the distance to Christchurch for meetings was going to be too onerous and I would look at local council, the seat that I live in was vacant so upon the recommendation of some material people I put my nomination in. I was the successful candidate from two, and enjoyed the role of councillor, but also had some frustrations over the leadership of our council. It was from here that the seed was sown to stand for the mayoralty, a number of people closely involved with the council could see that leadership was holding back the council, had lead to a split council, and was also to blame for some relationship issues with the CEO and senior staff. The encouragement to stand was pivotal in my having a crack at it. I knew where I wanted to take the council, and could see more potential in a lot of the councillors who sat at the table. I also knew that I had the skills for the role.

The goal of being mayor was not one of political ambition, but one of community service and wanting to chair the board as someone who can work collaboratively with people for positive outcomes.

Considerations;

Time, family, ability/skills, workload, work/life balance

Have you the confidence and self belief to win this role? If you haven't, how will the voters perceive you? -Project that confidence all the time.

The element of time is one to consider early on, and getting a handle on the time requirement for a board position is difficult, but you need to consider carefully the commitment needed to carry out the role, your work/life balance, your family, your current work load, and how will it be impacted, are a part of the consideration, how will it impact on time with family, what are the social impacts on them with you becoming public property in a way, that does have an effect on your family.

The time involved in being a councillor in rural councils with 6 – 10 members was around 2 ½ days per week, if you had a committee responsibility you could find it requires an extra day per week, of course the hours are not 9 – 5, but include evenings on the phone, meetings, and weekend engagements. The role of mayor in rural areas like cities is full time, also requiring an amount of after hours input.

Your family, like yourself will be looked at as public property, and it needs some discussion to ensure that this is understood by members of the family, and your collective way of handling this needs a strategy. Along with the role comes the out of hours requirements and again family life is compromised, it can be in positive ways too, as they will attend functions and events in weekends as part of enjoying their family time.

Your ability/skills that will be required for the role need consideration. Leadership training, formal and informal are important parts to the jigsaw, and your confidence about how they will help you put it together to make a difference. I can mention again the leadership training in Yong Farmers as being important. But also the Kellogg programme is invaluable, Federated Farmers offer leadership training, and roles, and I personally found Toastmasters an effective forum to learn to deliver a message, and build confidence. In Local Govt. there are a number of things that you can learn as you go along, but being partially familiar with the Local Govt. Act of 2002 would be an advantage, and the Resource Management Act 1991, similarly knowing the financial situation of the entity is also

important. This area of skill, (financial) is often overlooked in many boards and one that is fundamental to the success of any organization, if you are not solvent, you are not operating!

Other people whom I spoke to also had the same considerations, being an interest in community, or in the case of Jim Hopkins, a big issue of rates sustainability that needed addressing. Ex mayor McLay (Waitaki District) spoke of how he put aside his business interests to focus on the job of being mayor, and has let other opportunities pass by because of the need to devote to mayoral duties

Workload and work/life balance;

'If you want something done ask a busy person' being very valid to community involvement, and yet you need to balance up your time to give to where you need to give, look at the situation you are in and work out how a board role will fit in with what you do now and what may need to change. Talk to your family about their needs and before committing to the role decide if you can justify and find the time required to do a good job. Having the support of your family is important.

Considerations part 2

The voters, how do you reach them?

Voter turnout is getting lower at each election, why?

Well, various reasons identified by elected members were;

A lack of knowledge of what councils do.

Not knowing who their representatives are, particularly in larger urban areas.

Don't feel that their vote will change anything, or is worthless.

Apathy, postal voting is not best participatory medium, suggested use of internet.

Not interested, or not knowing the issues of the day that affect their lives

How do you get them to understand the complexities of local government?

The way that councils consult and attempt to engage with the public is fraught with problems of allowing enough time to consult, to engaging meaningfully with public gaining a full understanding to provide good feedback, to getting on and making those decisions that need made to move things forward. The complexities of the Resource Management Act and the Local Government Act 2002 mean a lot of people turn off, or are put off by the time required, and level of understanding.

Various attempts at creating groups to represent community interest have generally done nothing to help with the democratic process. This seems to be because these groups are not necessarily concerned with problems of individuals or sectors. The provision of community boards has had mixed results, some with single issues have made headway as a determined force, some have lost focus among themselves and others have locked horns against the councillor representative who is supposed to fight on their behalf.

Councils need to consider not just consulting, but meaningful consulting, actually engaging with the right people when needing feedback. This also implies a responsibility on residents to play their part in the process and take more than a passing interest in the process.

This will impact on how you carry out your own consultation on issues, how will you reach the people involved in complex issues of say land use change, or the upgrading of the roading network with a flat or shrinking budget? Thought as to how you personally will reflect the community mind on issues like this need to be considered if you are going to be an effective voice for the people.

Evaluate the range of media available to you. Newspapers, radio, fliers, email, web page, text messaging, television, bill boards, posters, yard signs, coasters, fridge magnets.....

This is a consideration for all candidates as the choice of media will dictate the size of budget required, and the size and type of audience you will reach.

Alex Familton and Jannie Annear both used a web page and recorded a lot of hits on there. Both also had email available, along with myself, and only Alex had a number of voters write to him. Jim Hopkins used A3 and A4 posters of himself and a brief message in shop windows as his main advertising plank. He spent under \$1000 on his campaign, using some radio and very limited newspaper advertising, yet polled the highest as councillor in his ward.

How do voters choose a candidate?

The importance of **name recognition** cannot be overstated.

Jannie Annear mentioned it as a key, so did Jim Hopkins

We observed John Banks, Kay Gregory, and Bob Parker get elected and the name recognition was part of that.

They will choose someone they can relate too.

They want to believe that you live in the same world as they do- Alex Familton

People pick leaders who are most like themselves

They are looking for integrity, honesty, leadership,

They are also looking very short term...what are you going to do for me tomorrow? They want answers to that rather than knowing the 1 2 or 3 year plans for the board.

But they will also choose from a list by ticking a name they like – (name recognition again)

Voters also will use name association, and sometimes it is in a negative way that the association was established, but over time the link becomes a bond and causes a positive voter response.

The everyday discussion in the community is also very influential, all the candidates I spoke to recognized this area as one that was important, sometimes pivotal, in deciding outcome. Hence the focus early on, - engaging with influential people and community leaders, those who may hold some sway with others. It is also more pivotal in smaller rural based councils where everyone knows everyone.

Understanding the role will develop from doing the above and then will mould the ‘what you want’ which hope fully is what the voters want too, which needs to be established before going any

further, this is going to decide a number of things to do with your election. Even your team of helpers will need to know what you are driving for before committing to the team.

In establishing your strategy it is worth considering the above points and figuring what can you do about each of them to improve your chances.

Planning

Talking to others, understanding of role, understanding what you want, your team, strategy, timeline, putting it together, monitor/review, focus/motivation.

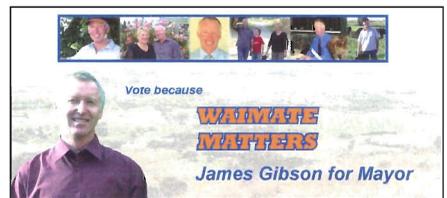
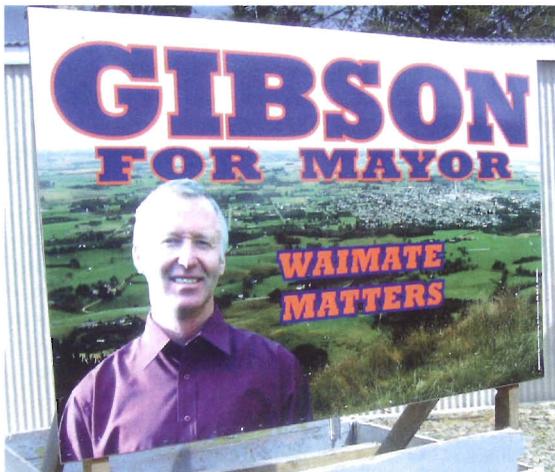
The first part of planning is to get some more information, to confirm your thoughts as to the right move. Talking to other mayors, other board members, CEO's, senior staff will provide background and insight as to the definition of the role. Family and friends also will be a good source of help with planning, as they need to be trusted to keep it confidential, but can offer their own perspectives on how campaigning could be done from their point of view as voters.

I spoke at length to people in local government and outside of it, including Jim Gerard a mayor that I much admired, and found his advice useful and relevant to my situation. From discussion with him, my media consultant and those others close to me I chose the following campaign format:

- 1 Use media consultant, especially for the mass market things, ideas for bill boards, newspaper release and advertising strategy.
- 2 get a set of photos, quality photos, formal and family and informal
- 3 time your first release for a date without other major news on that day (a bit of luck needed)
- 4 Announce through as many avenues you can on the same day, maximize coverage.
- 5 use a team, and think about skills you need, and roles/functions they will be required to complete.
- 6 Ask for the 'right' names on nomination form (not a major, but can help)
- 7 Keep talking to others; make sure the support base is there
- 8 First flier (of 3) as introduction and invitation to meet in each part of district (7 meetings)
- 9 Follow up with main flier to all homes again; outline who I am and policies/issues.
- 10 A postcard type reminder to ask again for their vote, at the time voting papers go out.
- 11 Use bill boards, yard signs, bumper stickers, emails through friends' networks, news paper advertising, and had car 'sign written'.
- 12 visits to groups and organizations, and known influential people in the community
- 13 Door knocking
- 14 Try to think of different groups in the community that you are not involved with. Netball, fire brigade, travel club, Probuss, Town and Country club – get there...
- 15 Public places, events, community functions, working bees, fundraisers, a special effort in lead up to election
- 16 ENJOY YOUR CAMPAIGNING – SMILE AND BE HAPPY

Understanding the role or job does not tell you how to run a successful campaign, and that takes a different set of skills to be effective. You need to sort the requirements of the campaign early then focus on how you will achieve those things.

I decided early on to use a media consultant in preparation of my campaign and while I had a good idea on the type and general nature of the campaign, she was able to add some very important elements to the process. She spent some time getting not just one photo for promotion, but a range of photos in different clothes, different locations, formal, casual, family shots, so we had a portfolio. She worked on finding out who the real James Gibson was, what does he represent, and how will he do this job. This became the basis for the campaign launch, a media release in all newspapers and radio on same day. She also wrote a biography that could be used in part or whole for media information and she was the one who came up with 'Waimate Matters'... This branding of your campaign is very important, keeping the same themes and colours running through the whole campaign so it becomes recognizable as soon as voters see the colour or form of the exposure. Think about which colours to use, what stands out, what colours mean... get advice if unsure. I used a local printer who had very good design skills and an eye for the right look to promotional material, that worked really well. He also understood what I required and offered good advice.



Billboard & Postcard promotional material

Your team;

The opinions of other candidates here was interesting, some used teams and worked very closely with them, others used a team in a strategizing type way and others felt a team was not necessary and preferred to use formal groups only to be indicators of mood of voters.

If you decide on a team you need to get value from them and give them value, that they feel part of the picture and making a positive contribution. Decide what role they will play and outline that to them early on, being clear about what you need and expect from them. It could be that you want the financial expertise of one to run your budget and organize costings, or you want one member to write and organize newspaper adverts, or just need help out in the community seeking the mood of voters to get a handle on where and how to reach them.

This determination of what you want from your team will dictate who you want. Obviously being able to trust them is vital along with being able to work with them. The skill set will reflect your own weaknesses and your role for them.

I got a team of 7 together, 5 months before the election, and had 2 meetings about 2 weeks apart. The first meeting was to get them together as they did not all know each other, then to go over why I was standing, what I wanted to achieve and how I planned on running the campaign. I also outlined to them that I expected more global help than hands on doing the day to day stuff. However I used various members in some of those roles, folding fliers, putting up billboards, organizing distribution of fliers. We spent the first meeting going over the strengths and weakness of James, and followed that with a look at how I might win the voters hearts (and their votes)

It is important to take notes of these meetings and send them out to committee members as a reminder of what is happening and who is doing what.

The strategy:

Budget, timeline, information

Setting a budget has to happen early, for local government there are limits to 'the spend' available to candidates relating to the population base in the district or city. These are arranged in bands, ie; up to 5000 people is \$3500, from 5 – 10 000 people is \$7000....etc

If you are going to spend near the limit then a careful plan on allocation is required lest you run short at the sharp end...the time people are putting pen to paper. *I had decided to spend up close to the limit and prepared a budget to allow that, and also some contingency for last minute changes, if required, i.e. advertising change, increase in newspaper coverage, or extra radio advert. Jim Hopkins, campaigned successfully in Waitaki and his budget was under \$1000. His mayor, Alex Familton spent to the limit, was offered donations but did not accept them. The incumbent mayor in Waitaki, Alan McLay did not spend to the limit and did accept donations to his expenses. The incumbent mayor in Waimate, John Coles spent most of budget, mainly in newspaper advertising and bill boards.*

Timeline:

Allow plenty of time to do a good campaign.

Plan early and forecast events before they occur so you can be ready with your response whether that be bill boards up at time others are going up(or better, yours up first) or response to issues unfolding in the media, this is where the earlier work of media consultant was invaluable.

Remember also the media training from the Kellogg course. If making up fliers you need time to redraft, to proof read, then print, then fold, then distribute, allow for some delays in this, it doesn't always run like clockwork. I had discussed with a local printer my requirements, and his ability to do graphics and design was invaluable, getting the right balance to fliers, adverts, bill boards. It cost around \$500 for the car.



Other information

The sharing of information and ideas needs to happen regularly with committee, and we met every month after the first 2 meetings, and used email in intervening times to stay in touch. Make it easy for the media too, by getting to know the reporters, writing the story you want to get out there and providing the photo, usually electronically is how they want the information.

For local govt. positions there are usually rules to the campaigning, budget being only one of those. Rules around bill board placement, advertising rules on behalf of others, what costs are part of expenses, what is not, treating, nominations procedure... **get familiar with these** Looking to be innovative, in doing things that others are not doing, not being extravagant (or seen to be) will help you get recognized. Jannie Annear mentioned the use of a web page, and this allowed her a broader forum to provide policy direction and comments on strategy.

Putting it together

Now the real work is starting

You have made your plans, now is time to deliver.

Your committee is important here as they are your eyes and ears in the voter's domain and will see and hear things that you may not see or be told.

As a start to getting out and about in the community, going to those local /related functions is important, this is something that you cannot start too early on, years of interest are noted by people and your attendance is recognized, this is also where belonging to groups and organizations is also a plus, different networks and cross sections of the community, and can happen long before individual door knocking occurs, and should have been happening as you build a profile in your community. Along with this is making visits to those respected leaders of the community who you see as influential as just by meeting with them you are recognizing them as prominent and you can share your vision with them, along with seeking feedback. Listen carefully to what they say it can be pivotal in where the community is heading as others listen to them too.

The door knocking started about 6 weeks before the delivery of voting papers. The strategy was to door knock in urban areas as that is where the older folk live and also the larger proportion of those that I didn't know. Also it was a better use of time, with housing density meaning shorter time between people. This was sound in that those people who knew me would know also which way they were going to vote, and although calling on them would have been a nice gesture, it was not going to deliver a lot more votes. Also by calling on those I didn't know I also got a feel for whether they knew me or my face, and the surprise to me here was that the sending out of fliers does work as an introduction, but putting any more reliance on just the flier would seem pointless from the responses that I got from those who did not know me.

I also spent time making calls in the ward, a rural area with wider distribution of people, that I was seeking as a backstop position, again calling on those whom I did not know, this was largely an enjoyable experience and I was able to find commonality with the rural people easily, as the connections to the land and farming were what these people did too.

Stay focused on what your objectives are...winning the contest and project positivity...don't go into meetings or door knocking when feeling low or negatively...it shows.

Look for the opportunity in the media to get exposure, letter to the editor, photo opportunity that can be arranged, a press release on an issue that is making the headlines.

Plan your time, each week, each day so that you are being effective, door knocking is a slow job, and you cover only half the homes you think you might in a day. It will perhaps be competing with writing a speech, or visiting a larger social group, and all these need priority

Monitor and review

Use your team, eyes and ears to the real feelings of the community. Jannie Annear used them this way, so too did Jim Gerard and myself, yes it can be bad news, but it is honesty that is not always given in direct feedback to your face from those you have just met.

Go over the whole programme and think about areas for improvement or doing better. Watch what the other candidates are up too, this can indicate some possible change in course of action, re visit to a particular interest group, or more signage required...

Proof reading of all your releases and advertising is essential; you cannot afford mistakes on this.

Focus/motivation

Staying focused is easy at times, hard at others, yet it is pivotal to getting good exposure and generating the right feel amongst others that will portray the confident and able person that you are.

Use the team, they will likely do this anyway...a phone call to buoy you along, a question or two on how the day or meeting went, a chance to talk out problems, can all help with the motivation.

I found motivation easy and the better the feedback the easier to start into next day.

Don't get into politics of putting the others down even on a one to one basis with your supporters, swing the chat back to issues and away from personalities.

Stay physically fit, healthy body healthy mind...*I chose to run regularly, it was important thinking time too!*

Keep planning

It is likely you will have to present to groups or candidate meetings, and you need to prepare for this, I like the idea of having a main message but varying the speech each time, to challenge myself in some ways but also to include the audience by recognizing someone who is in attendance or the group that is hosting. Think about likely questions that you will have to answer, and prepare and practice answers for them. I used my team in this role, and we sat around the table and talked about what questions may be put, and how to answer, by being direct but also covering off the main points well.

Don't be frightened to say in response to a question that you do not know anything about, 'I don't know the answer to that but can find out and come back to you' rather than be seen as a 'dick' when you obviously have no idea.

Remember customer service – 'what can I do for you?'

- 'how can I help make this a better place?'

Afterwards

The result, celebration, thank you, acknowledgements

From the feed back that I got during the campaign, directly from people that I door knocked on , and from my team, I was in with a chance, a good chance. The results did not pan out that way!

So an amount of shock and almost disbelief that I was so far short, just over 1/2 the votes that the incumbent got, and about the same votes as the third candidate seeking the position.

For me it was not the fact that I missed being mayor, but the size of the defeat...it just blew me away.

So what do I think went wrong....

I have asked this of myself and a large number of others and reached the following conclusions:

It is a conservative town, with a majority of older voters, who will be disproportionately represented in the polls, as a majority of these older people did vote. They voted for an older person and the status quo.

So they found more commonality with older person than a younger person.

The timing of standing with 3 seeking the one position means a certain amount of vote splitting i.e. if people vote against the mayor, they have 2 choices to give their vote too, and this was part of the problem. Also the fact that the council had no major issues to deal with(or not) in the 2 months preceding election so it meant no major concerns by voters to take issue with, that would cause them to consider changing the mayor(they say sitting mayors lose their seats, not new mayors winning the seat)

I was chairing a group looking at the building of a new stadium for Waimate, to replace a 75 year old building, and while the group was at pains to keep it away from being a council driven thing, a lot of people surmised that it would hit their pocket to have such a facility and rates are rising fast enough now without the burden of a new multi purpose sport and leisure centre to fund as well. It was my belief that the exposure of talking to groups to let them know of the embryonic plans that were being made would be a plus for my campaign, as they would get to see and meet me.

Be true to your own heart. If you are you will not suffer feelings of inadequacy in non election as you know that you have participated and tried your best, you have accomplished something just by standing and being 'out there'.

Acknowledgments

The following people were both inspirational and helpful in providing their thoughts and insights into this research and process of campaigning..

Alex Familton –Mayor of Waitaki District

Allan McLay – Former mayor of Waitaki District

John Coles – Mayor of Waimate District

Jannie Annear – Mayor of Timaru District

Jim Gerrard – Former Mayor of Waimakariri District

Jim Hopkins – Councillor Waitaki District

Matt Henderson – Councillor Waimate District

Paula Southgate – Councillor Environment Waikato

Timeline to success

Thinking about it...

This is the most loosely timed part of the whole process, and can be a reaction to a situation, the mayor dies, or the meat company will be broke in 6 months if something is not done, or could be a time of realizing that effecting change will come if a better person is doing the job and is this the right time...

Then preplanning, do you have supporters, real supporters, not just the pundits who say you would be good at that...then you never see them again when you decide to give it a go, nor the ones who nudge you at the pub and say sort out that damn...board. No, real supporters are your networkers, they nail others to the cause, they support you in your policy statements, they mentor you through the campaign and they give public moral support.

You need to know if you have support from around the board table, obviously these board members can influence a lot of others, and they all got there themselves at some time...

You don't need the support of them all, nor a majority, and after all you will have a different opinion to some, that's why **you** are standing!

It does take some thought and some planning...

6 months out

get some media photos taken, a range of shots, depending on the role, but some in formal attire, some in your workplace, work clothes, some of you and your family. Important to try and capture the real person in the shots, smile warmly...you want to warm people to you

If you are going to use a media consultant, then get one employed early on, as first impressions are the most important, and sometimes are the only impression you will get to give to people. They can help with your written profile, your media release, your photo selection, your advertising campaign, advertising blurb, your media statements, even your slogan

Think also of the help you will need for your campaign, what type of help and who might be willing. It is time to approach your committee members and ask them for their specialist help.

Budget, needs some rough guidelines to get the process started, important as soon as you approach a newspaper or radio station that you know proportionally how much you can commit there.

5 months out

Get your committee together a couple of times not too far apart, say 2 weeks. Introductions first then outline why they are there, how you came to decision to stand, what you are standing for, your policies, and how and what they might do to help you.

Let them also give input into why they see you doing this, what you can offer and how you might sell yourself. A **S.W.A.T.** analysis is useful here.

Outline your preferred strategy of running the campaign and offer chances for them to help modify. Set a draft budget and book advertising space in newspapers, 10x7cm page 3 on the 15th Sept for instance

Second meeting of committee needs to firm up on the plans, the budget and anything else that might have needed discussion. Make sure they know their roles

4 Months out

Get your media release prepared, proof read it several times, look for the opportunity to launch simultaneously in all media on a day without much news.

Prepare the first flier, proof read...

Prepare your bill boards posters, remember to link all your advertising – branding.

Mail your first flier

3 months out

Planning attendance to local functions, meetings etc. step up from the years of attending and sitting quietly at the back

Pre arrange meetings with local groups to occur during last 8 weeks of campaign

2 months out

Prepare and send out second flier

Erect bill boards, posters and get car sign written

Start your meetings with groups.

Meet individually with those people whom you hold in regard, and who are respected community citizens

1 month out

Start door knocking in earnest

Candidate meetings to prepare for and attend

Send out third flier.

Confirm newspaper/ radio advertising

On the day

Remove your bill boards, posters, yard signs etc

Celebrate your efforts

More examples of promotional material

"A GREAT TEAM FOR WAIMAKARIRI"



JIM AND MARY GERARD
Phone (03) 313 5033
Email: jimmary@xtra.co.nz

Authorised by R. J. Gerard, 87 Myers St, Rangiora

PROVEN LEADERSHIP
FOR A BETTER COMMUNITY

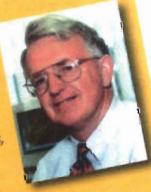
MP RANGIORA 1984-96
 DEPUTY SPEAKER PARLIAMENT 1990-96
 NZ HIGH COMMISSIONER TO CANADA 1997-2000

- WIDE RANGING PUBLIC EXPERIENCE
- PASSIONATE COMMITMENT TO OUR COMMUNITY
- ABILITY TO UNITE THE COUNCIL
- UNDERSTANDING OF URBAN AND RURAL ISSUES
- A MAYOR WHO IS APPROACHABLE AND WILL LISTEN

IT'S TIME FOR POSITIVE CHANGE

JIM GERARD FOR MAYOR

Alex Familton



'projects and productivity, properly and carefully financed are vital...'

'our challenges include rates, recycling, user pays, roading and landscape variations'

- Community affiliations; Waitaki Councilor, Community Board, Trustee Heritage Group (Waihemo), Trustee PGS, School Trustees, School Committees, Lions (president), St James, East Otago Vintage Machinery.
- Sporting representation; North Otago Provincial Rugby and North Otago Athletics (EOHS).
- Educational Career; Otago University Fellow and Lecturer, Secondary school principal (EOHS), teacher (WBHS), BSc Otago, DipEd (Canterbury) SPANZ, NZEI, Curriculum Review/Chair.
- Ministerial Inservice Courses...
- Business with Heather; NZ Angus assn (Otago/Southland and National awards), NZ Forestry.
- Phone 03 4651 512, 0274 650 955, ahfamilton@xtra.co.nz Thanks for your communications.

vote - for Mayor - Leadership

Alex Familton

'the recent government inquiry confirmed that rate increases are unsustainable, fixed income people have suffered and urgent rate review is necessary'

'we must clearly establish priorities: waste, roading, sewerage and water.'

'local involvement, inclusive process, self reliance and proactive consultation are vital for a healthy community'

- Policy direction: rate review, local involvement, transparent process, proactive consultation and agreed priorities. As Mayor he will be based in Oamaru. Alex is from Waitaki heartland: born in Oamaru, raised in Windsor, married to Heather (from Herbert), children Alex and Debbie and grandchildren. The Familton family arrived in Waitaki in 1852.

for Mayor - Financial Restraint



81 Armstrong Rd
Ph. 03 689 2725
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Dear Resident

I need your vote, to continue as your ward councillor. I also need your vote for the mayoralty, to lead and unite our district.

Our Identity matters - I can relate to our district and its identity because I am a local. We need to listen too and support those people that make our district what it is.

Demand in the district has seen the Waikakahi water scheme upgrade completed, some asked me to provide direct input to council's submission to the Waitaki water allocation plan, and more recently to the proposed North Bank Tunnel and irrigation proposals. Some asked for better roading and I stood opposed to the cuts made to roading maintenance and grading frequency, and have pursued the creation of a roading strategy for the district. I too am concerned about costs of waste management and I am looking for a more cost effective method of managing waste.

I share your concerns also about the level of rates, the increases forecast, and the lack of community contact that our council has.

We live in a very well resourced district, and enjoy many positive benefits, like recreation, employment, and a sense of community. I believe in the future of our district and I am committed to work towards that future.

- **My integrity and transparency will make a difference**
- **I have grown up with local government community interest and involvement**
- **A local person who understands local issues**
- **And bring a real passion for the role**

I am aged 44, married to Nicky Hay from Morven, we both attended Waimate High School and worked together shearing in the district. We have always been involved in sports, schools, and community groups, and we are currently farming at Waihaorunga - **We are true locals.**

I ask for two ticks from you, one for our ward, as your councillor, and the other for our district, as your mayor.

James Gibson



**WAIMATE
MATTERS**

Vote James Gibson

Authorised by James Gibson, Armstrong Rd, Waimate.