

Group 10: Rust orange

Vision: The greatest living space on Earth

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Output 1: New Zealand Listener cover in 2018

The objective the strategy is designed to achieve is 'Kaitiakitanga – guardianship of our place and people'. Aotearoa New Zealand will lead the world in progressive stewardship, and countries from all over the planet will look to us as a shining example of economic and environmental innovation. Aotearoa New Zealand is a place where people will come for opportunities. Our *New Zealand Listener* cover illustrates why we are the 'greatest living space on Earth', through our strategy themes of 'lifestyle' and 'opportunity'. The cover also notes our vision of 'katiakitanga' that we will take care of our environment while investing in technology and innovation.

Output 2: The New Zealand Coat of Arms

The means (advantage) by which the country will achieve this objective will be through taking advantage of the natural resources and the benefits of our geographic isolation. We will have a robust government, education system, and social infrastructure. We will have people who believe in the greatness of New Zealand and who are willing to do the work to make it happen.

These ideas are shown in our Coat of Arms which illustrates the different modes of economic progress that we see New Zealand taking – through education, innovative new technologies, and industry.

Output 3: Strategy Map

The niche (scope) in which the country intends to operate is through creating a country of leaders who can act strategically to implement two core themes and bring about a country overflowing with lifestyle choices and opportunity. The key themes of lifestyle choice and opportunity mean creating a place of desirability, an outstanding living space, a space with social cohesion allowing for access to capital, a focus on innovation, and the interconnectedness necessary to bring the world closer. How we will achieve these key themes is outlined in our Strategy Map (see opposite).

Output 1: New Zealand Listener cover in 2018



Output 2: The New Zealand Coat of Arms



Output 3: Strategy Map

