



# BEEF + LAMB NEW ZEALAND CATCHMENT COMMUNITY GROUP PROGRAMME

## What are Catchment Community Groups?

A Catchment Community Group is a group of people, working together, in a geographical area, usually around a river or lake catchment or who connect socially within a rural community.

Catchment Community Groups form with the goal to create a thriving community and a healthy environment. The motivations for forming a group may range from improving soil and water quality and increasing biodiversity to reconnecting as a community or looking for commercial opportunities.

## Why form a Catchment Community Group?

The reasons why you might form a group are different for every group, but some of the common themes are:

- Create and own your future.
- Get a greater return on your individual actions and connect them to meet catchment priorities.
- Establish an authoritative voice with decision makers and shape rules – working together to influence regional plans.
- Engage with, connect and empower your wider community.
- Create and demonstrate a catchment story and highlight the great progress that farmers are making to improve the environment.
- Kaitiakitanga – for your children's children.
- Improve profitability – creating a demonstrable local story that leads to a value-added product (e.g. Taupo Beef).

## What really makes a Catchment Community Group tick?

There are five key steps to setting up and running a farmer driven catchment community group.

- **Step 1:** Understand the why – What are the reasons why community members want to form a Catchment Community Group?
- **Step 2:** What is already great- what assets do you already have? What information do we already know about our catchment - this could include reports from regional councils; water monitoring information; your community assets, actions that have already been taken, people skills, schools and halls, tourism or simply a photo of some of the great stuff going on in your catchment.
- **Step 3:** Define a shared vision. Identify what your vision is for your catchment, how do you want things to look in 5, 10, 20 years' time? Make sure you can generate as widespread buy-in to that as possible.
- **Step 4:** Decide what actions you want to take – make an action plan. What steps are needed to fill the gaps in your knowledge or the gaps between what you have in your catchment now and what your shared vision is? Delegate and share tasks, set time frames. Use SMART goals (specific, measurable, agreed upon, realistic and time-bound). Make an achievable plan.
- **Step 5:** How are you going to tell your story. Understanding how you are going to measure your progress and asking yourselves are we on track? What is going well? What do we need to work on? This is just as important as forming a group itself. Measurement can be as simple as recording your actions through photos.



## Catchment Community Group Structures

Catchment Community Groups take many forms from informal structures (with members sharing the coordination role and teams established for small tasks) to more formal structures (with assigned roles, such as treasurer, secretary, chairperson and a committee, and often a membership subscription).

Establishing a formal group either as an incorporated society or a charitable trust can support this and makes it easier to apply for funding and collect member subscriptions.

## The role of a Coordinator

Research tells us a coordinator makes a huge difference to the success of a group – think early about how you could fund someone to help you and what you need from them.

## Taking your first step

The first step is to have a chat with people in your community to find out if this is something people want to do. If the answer is yes, we have developed a workshop to support groups to develop a comprehensive Catchment Action Plan.

If you are interested in having one of these workshops run for your group or if you want to talk more about the Catchment Community Group Programme or get some advice on getting started, then please contact your Extension Manager.



## Where to get support

We have several resources aimed at supporting you to establish and run catchment community groups. Visit our website [www.beeflambnz.com/your-levies-work/community-catchment-group-programme](http://www.beeflambnz.com/your-levies-work/community-catchment-group-programme)

Encouraging and supporting farmers to work together at significant scale is a key to delivering our B+LNZ vision of profitable farmers, thriving farming communities, valued by all New Zealanders.



0800 BEEFLAMB (0800 233 352)  
WWW.BEEFLAMB.NZ.COM  
BY FARMERS. FOR FARMERS

