



WHANGANUI  
DISTRICT COUNCIL  
Te Kaunihera a Rohe o Whanganui



# DIGITAL CONNECTIVITY SURVEY RESULTS 2022

#LETSGETDIGITALWHANGANUI

COMPILED BY

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AUGUST 2022

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## Executive Summary

The Whanganui District Council ('Council') supported an initiative by the Connected Community Advisor, Jo Buckingham to run a community digital survey covering household connectivity and the digital confidence of individuals in the Whanganui district. The Whanganui District encompasses 2,373.27 km<sup>2</sup> of urban and rural settlements on the west coast of the *Te Ika-a-Māui* (the North Island) and up the reaches of the Whanganui river *Te Awa Tupua*. The district is home to approximately 48,500 people.

The purpose of the survey was to:

- gain a snapshot of the current reality on connectivity in Whanganui at both a household and individual level in the absence of district level statistics since the 2018 Census
- give direction to and identify focus areas for the ongoing implementation of the Council's digital strategy and action plan
- create a report, data and resources that would assist in supporting funding applications for new and continuing digital inclusion initiatives in the district

## Methodology

The survey ran from Thursday 13 January 2022 and closed on Friday 25 February 2022. It was available to complete online, by paper, by phone or in person by request or at selected events. There was targeting towards people over the age of 55 and in some suburbs/area where digital access or skills had been identified anecdotally as an issue.

The household section of up to 14 questions (4 rural only) was encouraged to be submitted once on behalf of a property within the district and intended to identify the type of connectivity available at a household level and their satisfaction with the service. Individual surveys of up to 10 questions could be completed by people any age within the Whanganui District and intended to give an idea of the digital confidence of the individual and their digital access and skill level. Respondents could choose to complete both, or one only. The final 6 questions were demographic based. The survey was intended to be quick to do in, from 5 to 10 minutes on average, easy to understand and provide some data that could be compared with other national digital data.

Tuatahi First Fibre provided marketing support into the creation of the survey and supplied prizes in kind to encourage people to participate. This was \$500 worth of prezzy cards and 3 x Samsung A8 wifi tablets.

## Key results and conclusion

The survey confirmed that it is difficult to reach people who are not connected to digital services or established community services that provide assistance and access to those without it. Only 10% of submissions were from non-digital channels (paper, in person and by phone) responses and even these required significant time investment to obtain. Only 27 households with no internet at home were captured as part of the survey with only 16 individuals indicating they were not internet users.

There is a clear divide between the provision of digital services between the urban and rural area in Whanganui. Access to and the quality of (speed and reliability) services is reported as having an impact on productivity for people living and working at these properties as well as businesses on this land such as agriculture or tourism.



## Recommendations

1. **Council embeds a practice of actively considering current use of services and impact to users and general accessibility when reviewing or implementing new or existing services to digital. This needs to include ongoing evaluation of user experience and value add to customer service of digital tools and services**

#CONNECTIVITYANDINCLUSION #DIGITALCOUNCIL

2. **Council, the Whanganui Rural Community Board and Whanganui & Partners support active and direct advocacy and data collection in partner with affected rural community champions. This should have a focus on raising concerns to a central government level and the review of potential non-commercial alternatives to improve rural connectivity**

#HIGHVALUECREATIVEECONOMY #INNOVATION #DIGITALCOUNCIL

1. **Council role model and anchor direct intervention within communities and their place-based organisations/networks aimed at groups that are struggling with digital access or support**

#CONNECTIVITYANDINCLUSION #INNOVATION #DIGITALCOUNCIL



## Background

Lack of digital access is linked in studies in Aotearoa and globally to lower well-being outcomes for people, generally known as **digital exclusion**. One of the two purposes of local government is to promote the social, economic, environmental, and cultural well-being of communities in the present and for the future, therefore the Whanganui District Council ('Council') has an interest in promoting digital equity and inclusion in the community. In October 2019 the Council cemented this commitment and adopted a digital strategy '[Whanganui: Digital by Design](#)':

**VISION:** We harness digital opportunities to empower and enrich our community.

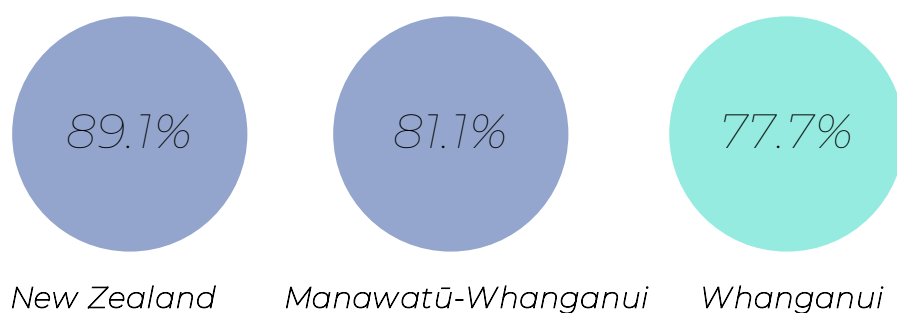
**PURPOSE** To drive digital innovation and opportunity in Whanganui, in partnership with the community

The strategy has **four focus areas**:

<b>Connectivity and inclusion</b>	<b>A high value creative economy</b>
<b>Innovation</b>	<b>A digital Council</b>

With technological advances, digital-first services have become the focus of government and businesses over the last two decades and accelerated from early 2020 as part of the COVID-19 response. The global pandemic demonstrated the reliance on technology and connectivity to participate in all elements of everyday life when personal and physical movements are restricted.

The Government has recognised that up-to-date data on digital connectivity and inclusion in New Zealand is a key challenge. The 2018 Census remains the only core government data available but as the first online census required a level of digital literacy and access to complete. At a national and regional level, a high percentage of access to the internet was recorded for private dwellings, however, at a Whanganui Territorial Level this drops. The Whanganui region in 2018 was still behind the rest of New Zealand in having access to the internet:



## Methodology

A community digital survey covering household connectivity and the digital confidence of individuals in Whanganui was launched on Thursday 13 January 2022 and closed on Friday 25 February. The survey with up to 31 questions was available online, by paper and by phone and in person at some events.

The survey intention was to help the Council better understand the current state of internet access and digital confidence in Whanganui by providing data and insight that can help to identify and assist the type of access or support people may need throughout the community.

There were 798 total responses. As people could choose to complete both sections or select one only, this was split with 563 household sections completed and 451 individual. The survey was set up that only relevant questions were asked based on previous response i.e. if a person indicated they did not have the internet, they were asked to indicate why and did not need to answer household usage questions.

The household section focused on what internet access a house had contained nine questions. For respondents who self-identified as rural there were an additional 4 questions regarding other connectivity including mobile coverage and landlines. These questions were:

- Do you use any of the following phone connectivity on your rural property?
  - Landline
  - Mobile phone
  - Satellite
- How would you rate the mobile/cell phone coverage on your entire property?
  - A respondent could type a percentage to the nearest 10% or use a scale
- Why is connectivity important for your rural household?
  - This included a selection based on discussions with Whanganui & Partners
- Does your current rural phone connectivity meet your needs? Why? Why not?

Households section respondents could also self-identify if they had groups that were identified in a 2017 New Zealand research study<sup>1</sup> as at the most risk of being digitally excluded or may benefit from targeted support.

The individual section had 10 questions in total to gather information on a persons internet usage including public wifi, device use and any assistance they may have required in the last 12 months.

Respondents finally had the option of providing demographic data except for age. Age was collected due to the nature of current data in the digital inclusion space that is focussed on age including rangatahi and seniors. Gender/sex and ethnicity were optional free form boxes to allow people to self-identify and is only intended to be used again where comparable data is segmented at this level or if funding applications require this. Due to an error in the SurveyMonkey online survey set up, those who chose to complete only the household survey only online were not presented the demographics questions which has led to some loss of expected data around age groups.

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<sup>1</sup> [mbie.govt.nz/dmsdocument/3228-digital-new-zealanders-the-pulse-of-our-nation-pdf](https://mbie.govt.nz/dmsdocument/3228-digital-new-zealanders-the-pulse-of-our-nation-pdf)

All surveys responses received outside of surveymonkey were manually added to allow data to be held in one place and in one format for analysis.

### *Terminology*

Urban area	Urban suburbs within Whanganui city defined by the Whanganui District Council property records
Rural area	The rural subdivision area outside the urban area defined by the Whanganui District Council property records
Fibre	Broadband services provided by the fibreoptic network owned by Tuatahi First Fibre in Whanganui
Fixed Wireless	Broadband services delivered through cellphone/mobile towers with a modem in a fixed location, including low-cost Skinny Jump
Mobile data	Internet services delivery via a phone and cellphone towers across 3G/4G/5G spectrum
Tuatahi	Tuatahi First Fibre, formally known as Ultrafast Broaband Limited, the owner of the ultrafast fibreoptic broadband network in Whanganui
WRCB	The Whanganui Rural Community Board is a statute body that represents and advocates for our rural community with its functions, and powers delegated to it by Whanganui District Council.



## Results

### Engagement and Overview



As participants could choose to complete one or both sections, there was a total of 793 unique responses with 558 completing the household and 447 the individual section. The results in this report will focus generally on the household section for analysis. Specific collectors were used to differentiate where possible how participants were referred to the survey:

- 561** Whanganui District Council website and facebook page
- 102** Whanganui Rural Community Board engagement
- 48** Community organisations engagement
- 79** Paper surveys
- 5** Phone surveys

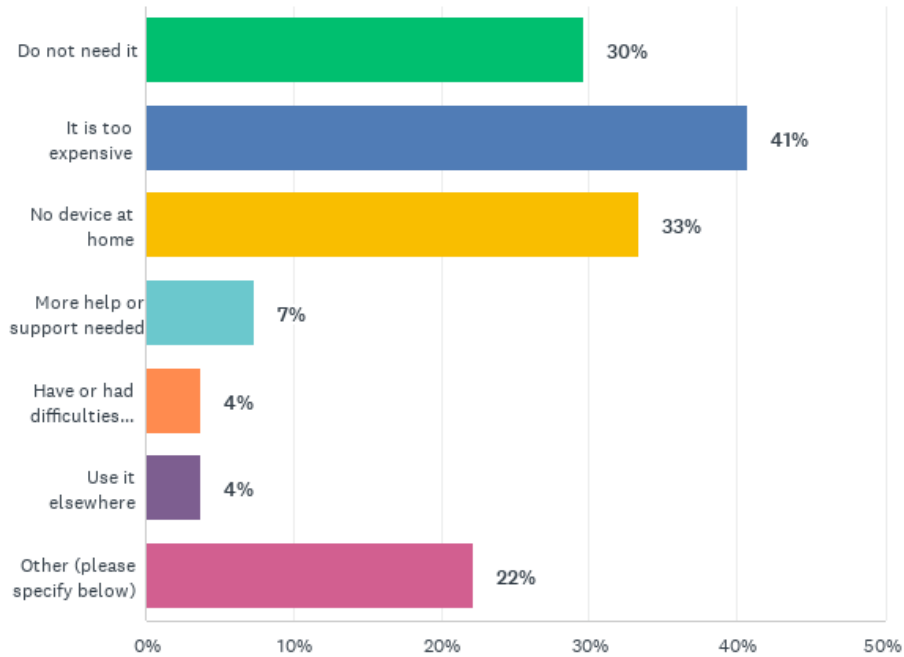
*Only 10% of responses were identifiable from an offline source (paper and phone)*

Only 26 responses indicated no internet at home out of 563 households (4.6%) in Q8. 52.5% indicated they had a fibre connection at home with A/VDSL second at 15.43% and fixed wireless third 9.88%. Only 16 out of the 451 individuals indicated they did not use the internet themselves (3.5%) in Q15.

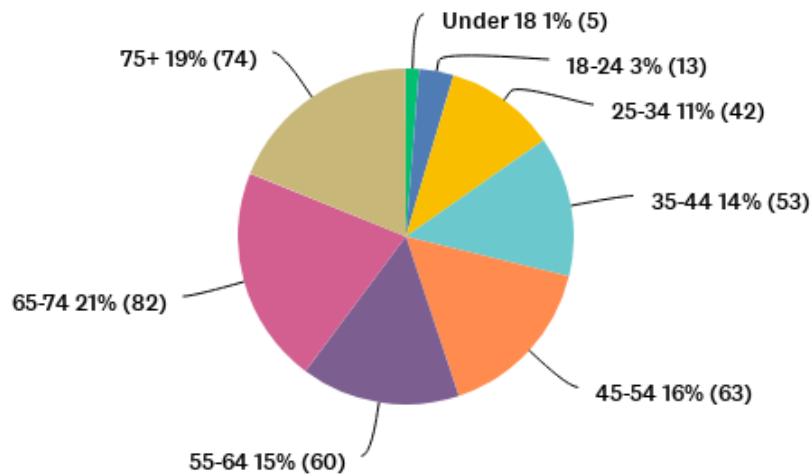
Q11 applied to those who indicated a home connection were asked to rate household usage of the internet showed. 83% of the 453 responses to this question considered their households as large users of the internet. This data supports that this survey also did not reach those in the community who did not have digital access, like many other digital data and insights currently available.

Type of use	Percent	Number
Small - every couple of days	1.55%	7
Medium - once or twice a day	15.23%	69
Large - multiple times over a day	83.22%	377

Q9 asked the 27 households to expand on **why they did not have the internet at home**. Cost was the biggest response but closely followed by people not having a device at home and those who believed they did not need the internet (8 in total). Under other, 7 respondents indicated a variety of reasons including that they had recently moved home, were blind, did not understand why people were so absorbed with the internet and that they had not had the time to learn it.



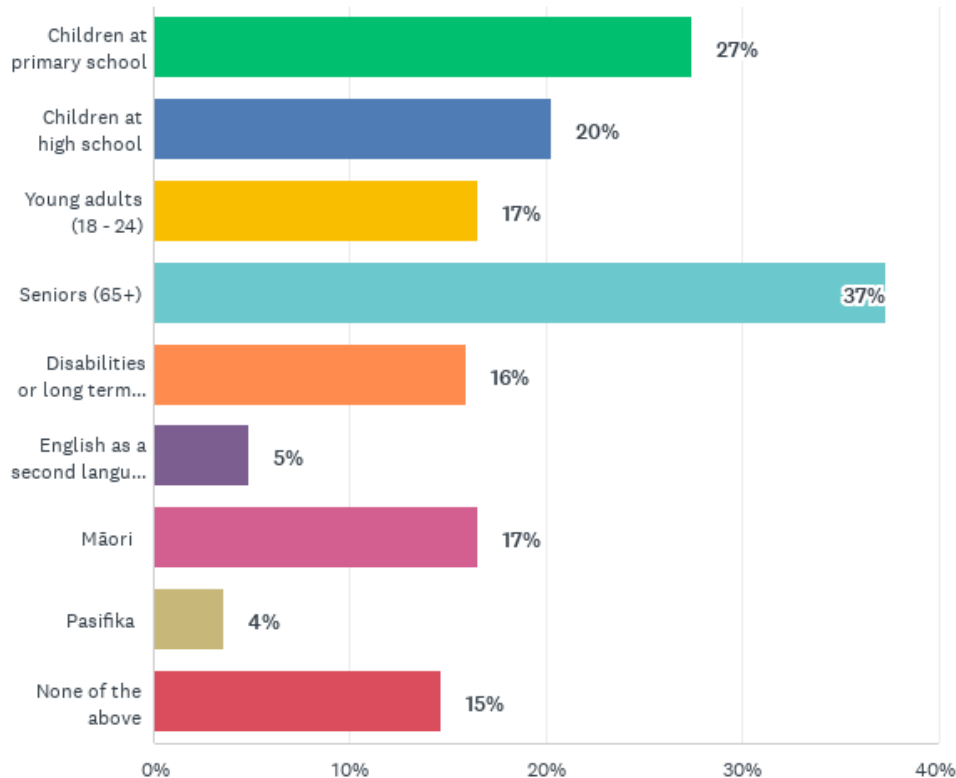
Some limited demographic information was directly collected. Gender and ethnicity data is not shared as part of this report as was collected for the purposes of comparing with other gender and ethnicity data or when directly required for funding or other applications. The age demographic of respondents followed general trends of engagement with the Council and confirmed difficulty in reaching younger people in our community with only 18 responses from those under the age of 24.



**Q26 Age group of individual**

392 responses (see note re: loss of data for online household only responders) - SurveyMonkey

In the household section, respondents could identify household members within groups identified in NZ as at risk of digital exclusion. Multiple selections were allowed. From the 477 responses, 178 households declared Seniors (65+) in the household. At 37% this was highest single category. Children at primary school (131) or children at high school (97) were 47% collectively. It was clear that some people chose not to identify as Seniors despite their age group being later declared as above 65. This reflects the current known demographic of the Whanganui district that has an older than average population in comparison to New Zealand and a younger than average population per the 2018 New Zealand census.<sup>2</sup>



**Q26 Members in household part of one of these groups (select all that applies)**

*477 responses (household survey) - SurveyMonkey*

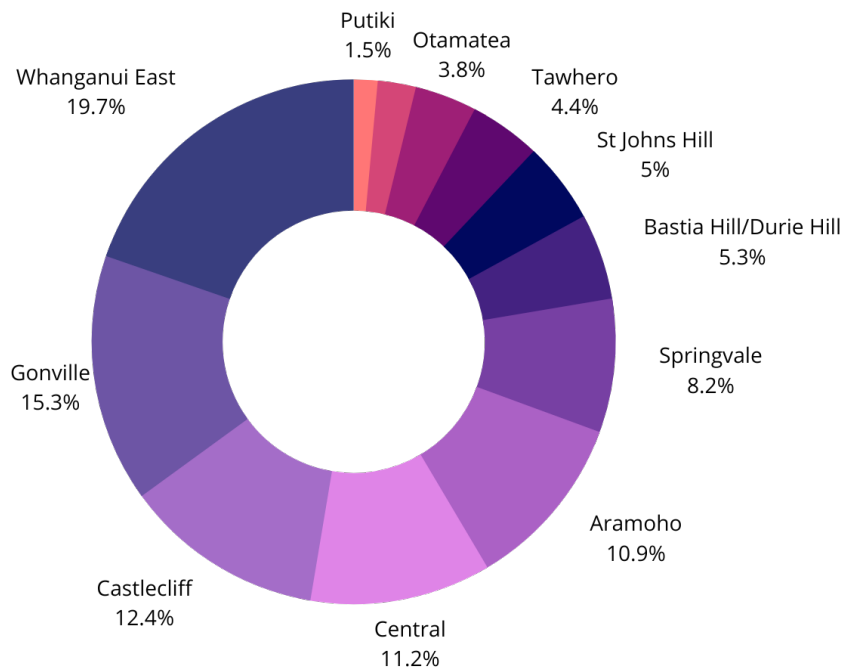
Other reporting of results is split by urban and rural due to the nature of their different connectivity levels and concerns.

<sup>2</sup> <https://www.wdwb.org.nz/about-us/our-region-and-population/>



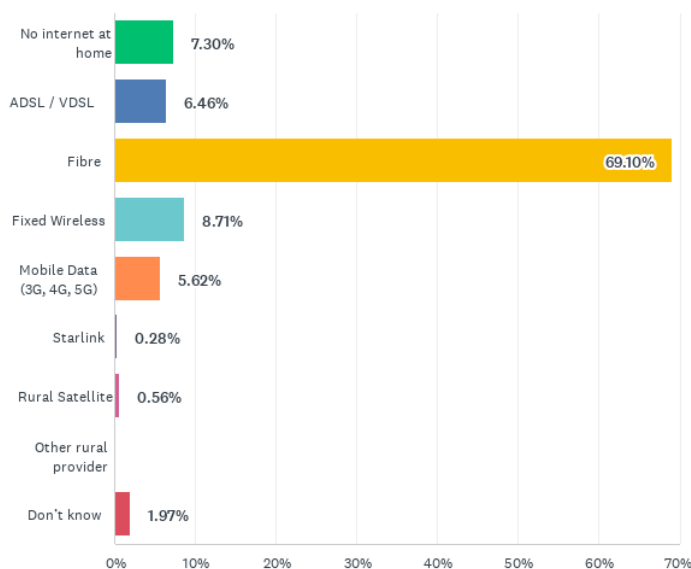
*Urban household responses*

There were 340 responses in the urban area with addresses coded by suburb as follows:



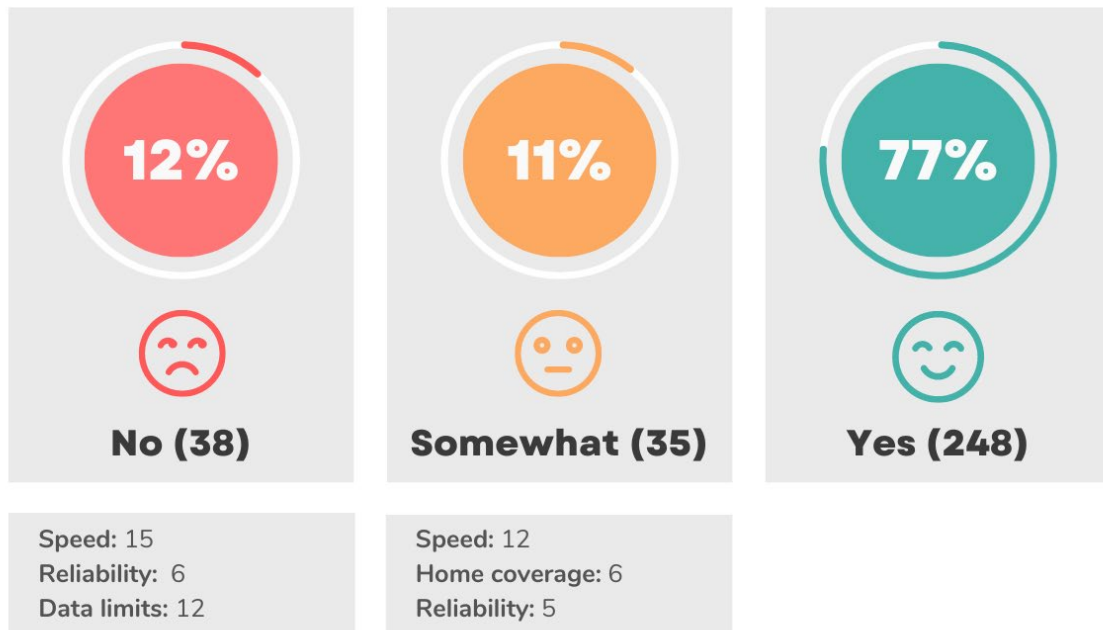
For the urban area, 356 households identified their internet connection at home. Fibre was the clear leader for 70% of responses. No other connection type exceeded 10%. ADSL/VSDL (copper landline connections) use was lower than the second highest connection of Fixed Wireless and those who had no internet at home.

Q8 If you have the internet at home, what is the main type of internet connection used?



*Filtered for those who self-identified as non-rural (356 households) - SurveyMonkey*

**Q7 “Does your internet access meet your household needs?”** was asked for all household respondents with a free text box. Comments were coded two ways, the first by general response as No, Somewhat or Yes. The second coding was based on reviewing and identifying the theme of the comment. This is split to recognise the different experience of connectivity between the urban and rural area (see Rural household responses). From 321 responses identified in the urban area, 77% indicated that their access met their needs.



Home coverage was used to capture those who felt their home connection did not cover their entire household sufficiently i.e. outdoor areas, some rooms. On review of those who reported speed as an issue, there appeared to be no pattern indicating either a technology or area specific issue. There is an intention to share this data with Tuatahi First Fibre so they can check for any network issues without identifying householders.

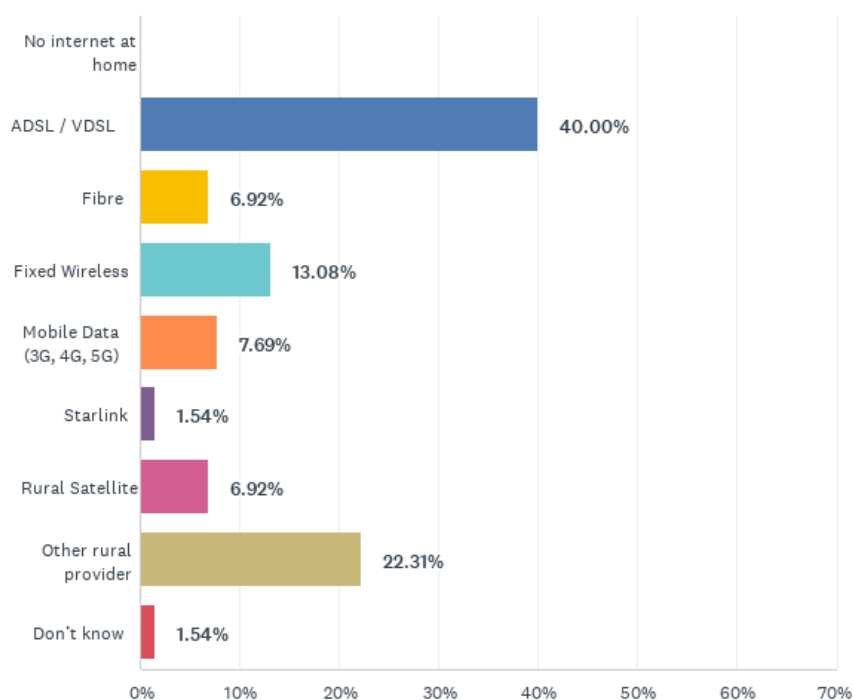
### Rural household responses

Within the household section there were four additional questions on other connectivity if the household self-identified themselves as rural. 143 responses were identifiable from the rural community for the household section. There were only 23 responses to the individual section that had self-identified as rural in the household section. The following additional questions were asked to explore other connectivity and issues in the rural area.

It is noted that as people self-identified that they were rural, on data review there were some cases where properties identified incorrectly either way. For future surveys for a rural audience, it would be beneficial to be able to cross reference and validate with council records, such as the district plan to avoid manual validation.

*“We have the best data cap available to us...and we run out almost every month. No one else...offers more, they offer less for more money. It is slow and barely suitable for streaming, buffering often”*

For the rural area, the highest broadband connection is the older technology of copper landlines (A/VDSL) which is under a planned programme for decommissioning by Chorus, the network provider. The other top three all rely on wireless connections, either through cellphone towers, wireless receivers/transmitters or satellite.

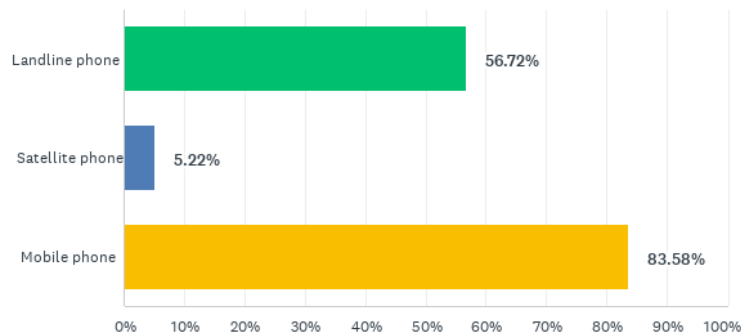


**Q8 If you have internet at home, what is the main type of connection used?**  
*Filtered for those who self-identified as rural (134 households) - surveymonkey*

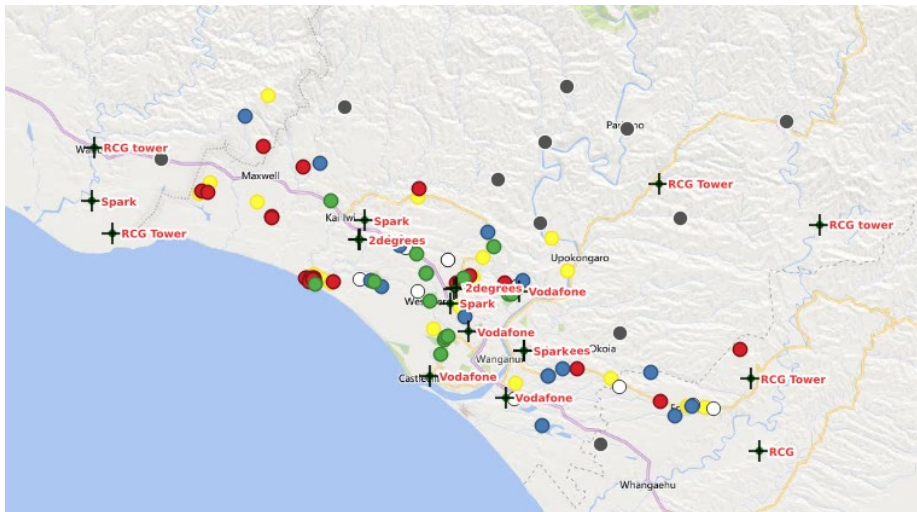
Respondents were asked to indicate other connectivity used to gauge reliance on technology that in urban areas is generally being superseded by options provided by the ultrafast fibre network.



Q4 Do you use any of the following phone connectivity on your rural property?

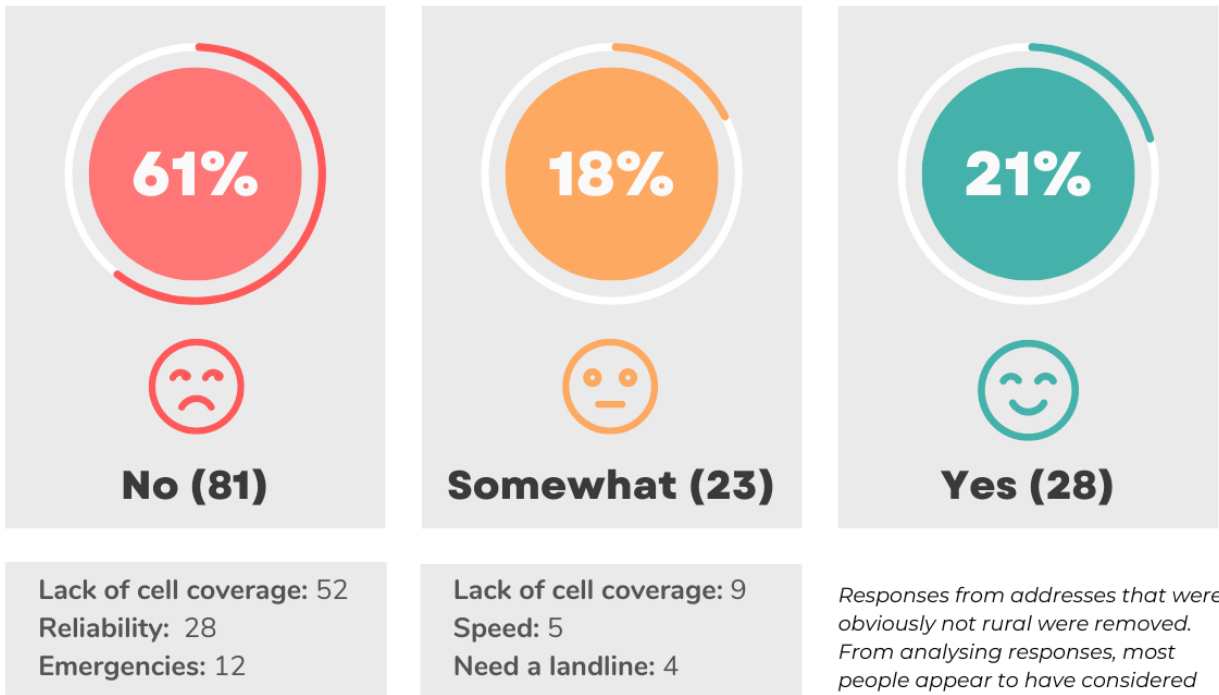


Q5 “How would you rate the mobile/cell phone coverage on your entire property?” has been used to create a GIS layer within the Council map systems to be used for identifying areas for further data collection and insight. Due to the private nature of this data and potential to identify homeowners, this is not shared in this report. The data was cross-referenced with cellphone towers within the region. There was a strong response from the Kai Iwi/Mowhanau beach and this data has already been used in collaboration with Crown Infrastructure Partners to confirm the low connectivity in this area with other government data. Requests to access this data will be done on a case-by-case basis.



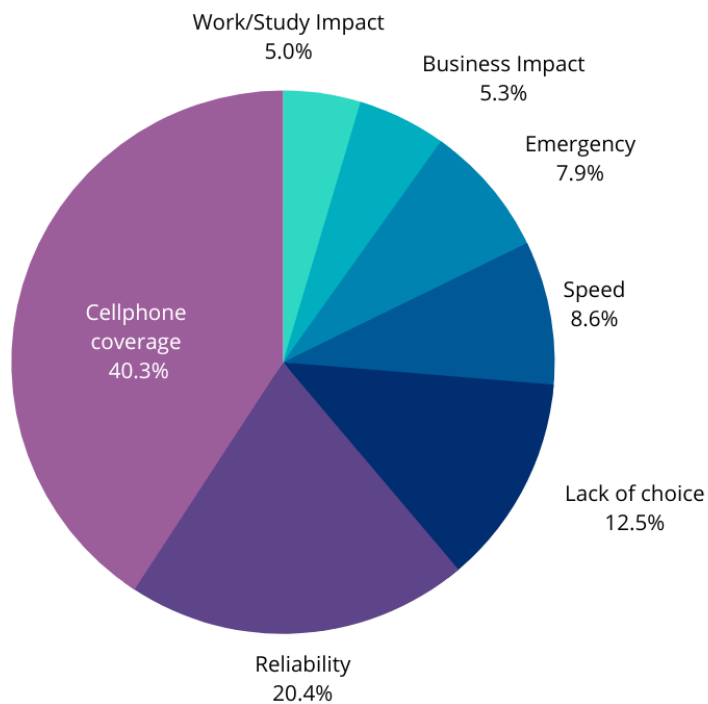
Screenshot of the GIS map layer

Q7 “Does your internet access meet your household needs?” was asked for all household respondents with a free text box. Comments were coded two ways, the first by general response as No, Somewhat or Yes. The second coding was based on reviewing and identifying the theme of the comment.



*Responses from addresses that were obviously not rural were removed. From analysing responses, most people appear to have considered both internet and phone coverage when answering this question*

Cellphone coverage represented 40.3% of the overall coded comments (152 including multiple selections) in this section. Second was reliability of the connection at 20.4%.



**Q6 Why is connectivity important for your rural household?** was used to provide prompts for rural households to why connectivity was important. The choices were based on previous survey by Whanganui & Partners and concerns raised by the community regarding the impact of reduced access. Multiple choices were allowed. The top two were clearly for everyday reasons of connectivity (services and connecting to people) but 114 people selected the need for accessing emergency information for the property. The choices related to technology/connectivity that can increase land productivity from an economic perspective were the lowest selected for importance.

<b>Answer Choices</b>	<b>Percentage Number</b>	
To access day to day online services i.e. banking, groceries, IRD, online shopping	93.28%	125
To stay connected to friends or family	91.79%	123
To be able to contact people in an emergency or receive important information relevant to your property	85.07%	114
To find out information or keep informed on topics of interest i.e. news sites, internet forums, youtube, social media	79.85%	107
To access entertainment i.e. streaming or downloading, TV or film such as Netflix, online gaming, ebooks	76.12%	102
To work or run a business remotely or online from home	62.69%	84
To study remotely or online from home (this also includes school children during COVID restrictions)	47.76%	64
To add value to my property or business i.e. expectation or need for connectivity, future sale, visitors, land productivity	42.54%	57
To run a business based on the rural property i.e. farming, horticulture, apiary, accommodation, tourism	34.33%	46
To send or receive real time information or requests for the rural property i.e. automated processes, sensors, GPS tracking, asset or animal management, monitoring tools	34.33%	46
Other (please specify)	11.94%	16

### Over 65s (Seniors) responses

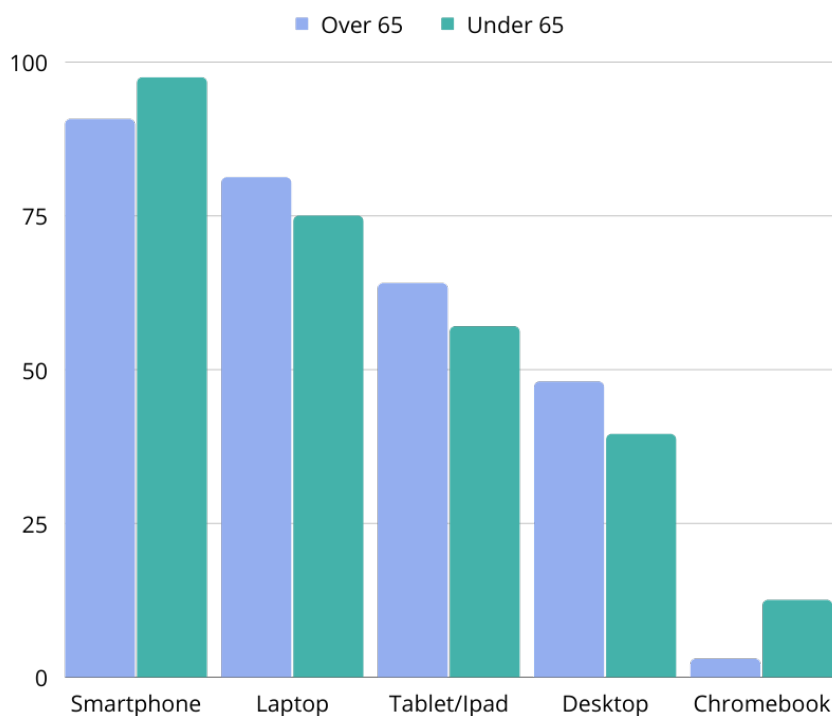
An analysis on data collated in the survey that was identifiable to seniors (over 65 unless indicated otherwise) was done due to the higher population of older people in the Whanganui community. All phone responses received were from people 80 years old and above. They all confirmed they had called based on an article in the local newspaper that asked people to phone if they wanted to participate by phone. One respondent completed a paper survey while waiting at the Council reception for an alternative to another digital only survey and stated it took over 30 minutes for someone to come and assist them.

70% of those who indicated they did not have internet at home (27 in total) in the household survey were in the age groups 55 and above.

For the individual survey, 156 responses selected an age group over 65. 14 out of the 16 total people who indicated no to the first question **Do you use the internet?** were over 65.

For the question regarding **digital device ownership**, for 142 people over 65 smartphones at 90% was the highest device owned and second to laptops at 81%. Ownership of laptops, tablets and desktops were higher for those over the age of 65 in comparison to those groups under 65. It is likely ownership of chromebooks is higher in those under 65 (12.5% vs 3%) due to their preference by schools for education purposes.

For those under 65, 97.5% indicated they owned smartphones as the top device owned.



### Q26 Digital devices owned (multiple selection) by under and over 65 age groups

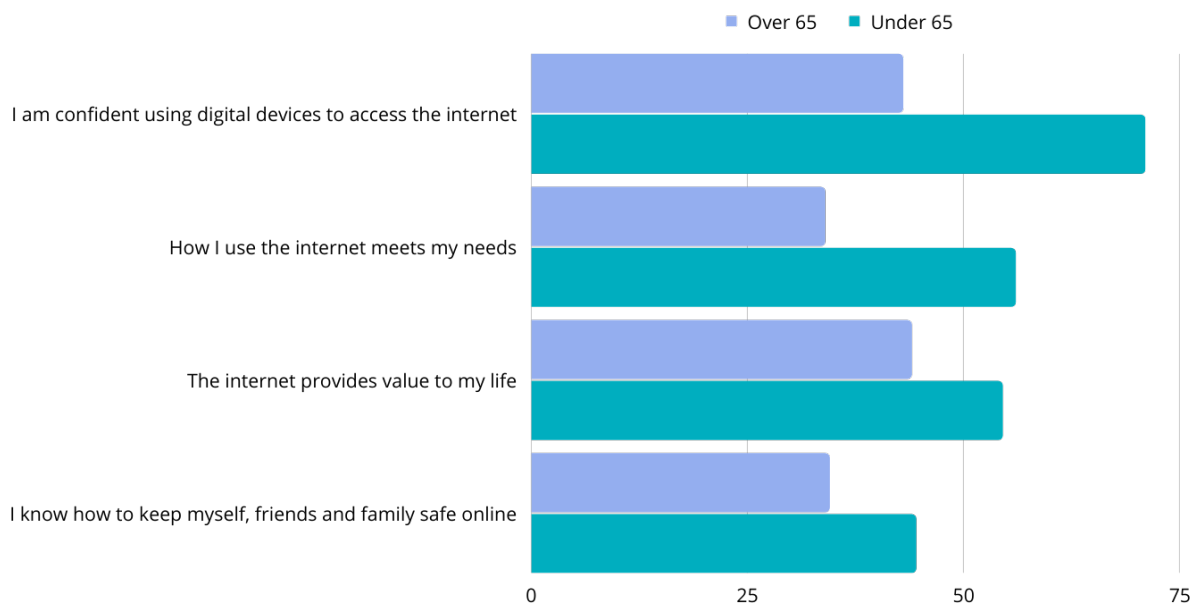
378 total responses (individual survey)

Individuals were asked to indicate if they agreed or disagreed to statements regarding the internet with the option of strongly agree, agree, disagree or strongly disagree. A small number indicated no response.

<b>Over 65</b> 142 responses	<b>Under 65</b> 236 responses
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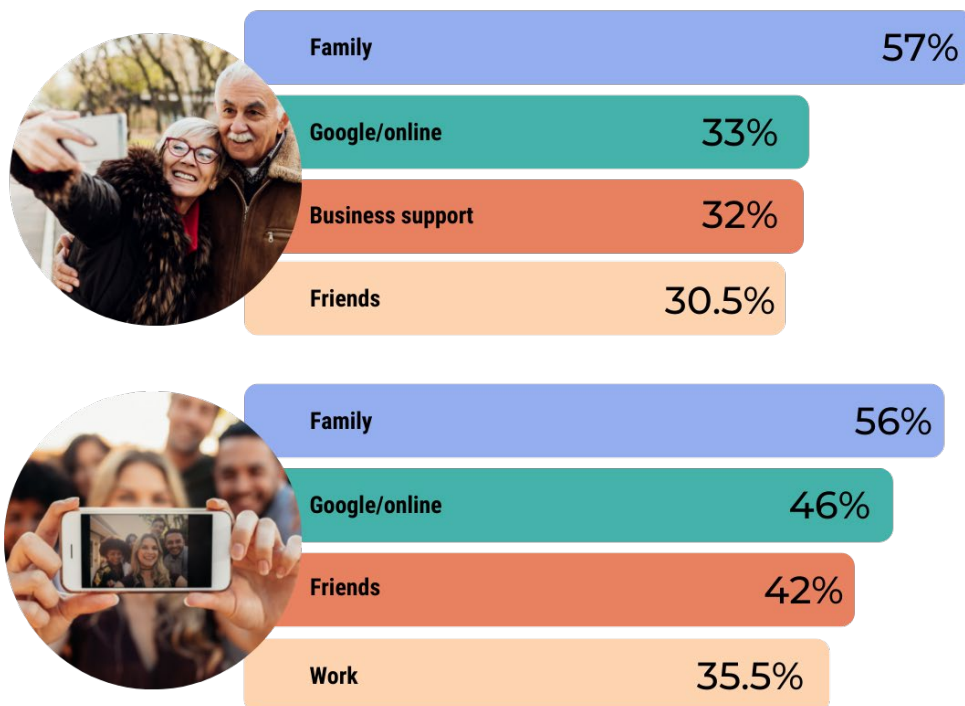
	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>NO ANSWER</b>
<b>How I use the internet meets my needs</b>	33.80% 48	54.93% 78	7.75% 11	2.11% 3	1.41% 2
	71.19% 168	26.69% 63	1.69% 4	0.42% 1	0.00% 0
<b>I am confident using digital devices to access the internet</b>	42.96% 61	43.66% 62	8.45% 12	1.41% 2	3.52% 5
	55.93% 132	38.14% 90	3.81% 9	1.69% 4	0.42% 1
<b>I know how to keep myself, friends and family safe online</b>	34.51% 49	51.41% 73	7.04% 10	2.82% 4	4.23% 6
	44.49% 105	47.46% 112	6.78% 16	0.42% 1	0.85% 2
<b>The internet provides value to my life</b>	44.37% 63	47.18% 67	2.11% 3	1.41% 2	4.93% 7
	54.66% 129	37.29% 88	5.08% 12	2.54% 6	0.42% 1

For those over 65, those who selected strongly agree was lower for every statement than those who were under 65. The biggest responses for disagree or strongly disagree for the group over 65 were for how the internet met their needs and confidence at using devices at both just under 10% of responses.



**Strongly agree to internet statements by under and over 65 age groups**  
378 total responses (individual survey)

For the question **Have you needed assistance with a device or how to use the internet in the last 12 months?** 135 respondents (34.5%) indicated yes, 82 or 60.7% of these identified as over 65. Family was the highest selection for the subsequent question asking **Who went to for help or support with a device or the internet** for both age groups. Multiple selections were allowed for this question.



A map for internal council use was created using addresses to display the location of households that identified as having seniors, those who identified as in age groups over 55 and those in these age groups that said they did not have internet. The purpose of this was to create a reference of where to focus a project for those over the age of 65, this identified Aramoho, Gonville and Whanganui East suburbs.

Many comments by the over 65 group or in relation to this group frustrations with technology and the lack of support available in free text answers. A sample is shared on the next page.





I think my membership of Senionet will continue to provide for my needs in the changing technological environment. **75+**

I am very experienced in computer use. **75+**

Going online is the only way to go. I use it for paying my bills as well as shopping on line **75+**



I cannot afford a phone that uses Apps so frequently feel shut out of the world because I can't use Apps and I am finding it too much work and responsibility to support friends of my generation who do not use computers **75+**

Using digital devices can be enormously frustrating especially when the language (words) used or instructions are not understood. **75+**

Have not had opportunity to learn it. Everyone is too busy! **75+**

Don't understand how people are so absorbed with the internet. My landline is my lifeline. **90**

Often just get the hang of something and then the computer wont let me do it again **75+**

Feel at 80 years I have been digitally excluded from having a say in both local and NZ wide surveys or the like. **75+**

We have elderly family members who are not able to access internet Banking or be capable of learning how to use internet/cellphone/ computers. Even though there are courses many elderly miss out on basic services due to the quick reduction of face to face interactions

**A selection from open final comment question coded to seniors (65+)**



Downloading the Virus Passport for my parents aged 94 and 95 was a mission. I feel many of the elderly will not have access to their Virus Passport, a Smartphone or a printer. **65-74**

Thanks for helping people in need but please be sensitive about the way you talk about older people. We are not disabled or stupid & the disadvantages we face are common to all age groups. **65-74**

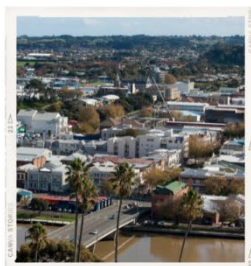
I am sure you are aware of those who do not use the internet and have no desire to do so. Please allow some folk to access information that is not always on line, such as this survey. **75+**

I really value my independence, but as technology is rapidly advancing, access to a senior net group would be helpful **65-74**

We need classes available in each suburb so we can access the help we need...regularly. Most of us only get about 20% usage from our devices. **65-74**

## Conclusion

- This survey insights confirms that it is difficult to identify and engage with those who do not use the internet. Minimal responses were received from those who did not have access and those were due to making other channels available actively including mail drops and phone responses.
- Overall there was positive engagement from the community in completing this survey and this is reflected on the high number of responses compared to other recent council surveys and community engagement in 2021/22.
- Those who did respond indicated clearly that they felt left behind without access and particularly made mention of not being able to actively engage with Council where there was a preference for a digital first approach including for engagement, consultation and services.
- Seniors (65+) reported lack of digital access or support highest in the community however this may be skewed by direct engagement with council housing tenants. Over 65s represented higher numbers of those who required support in the last 12 months and owned devices that usually require more technical support to keep up to date and working.
- There is a clear urban and rural divide in the Whanganui district when it comes to access to connectivity. While the urban area generally has fibre broadband, rural areas have to rely on slower and sometimes unreliable earlier broadband technology alongside reduced cellphone connectivity. Many indicated it was vital to maintain a landline to be able to guarantee access to emergency services or assistance.



**Average speeds\* for Fibre 300/100:**

Download: 310mbps

Upload: 110mbps

70% (246) of urban households reported a fibre connection.



**Average speeds\* for ADSL and VDSL:**

Download: 8.6mps / 40mps

Upload: 0.7mps / 10.1 mps

The highest connection reported in the rural area was ADSL / VDSL at 40% (52).

\*June 2022 Commerce Commission  
Measuring Broadband New Zealand

## Recommendations

**1. Council embeds a practice of actively considering current use of services and impact to users and general accessibility when reviewing or implementing new or existing services to digital. This needs to include ongoing evaluation of user experience and value add to customer service of digital tools and services**

- a. Upfront consideration of available user data or insights regarding current use of services and potential impacts on removing traditional services or transitioning to digital
- b. Clearly communicating changes to community and where needed, provide wrap around support or training to users or support services in the community that support those likely to have a significant barrier to accessing the service digitally
- c. Have ongoing evaluation in place for digital tools to see if has had impact on sectors of the community or users and has delivered intended value add to service and processes
- d. Making alternatives available if a person is unable to access the services digitally i.e. paper copy, providing a service to complete by phone or in person with a staff member

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**2. Council, the Whanganui Rural Community Board and Whanganui & Partners support active and direct advocacy and data collection in partner with affected rural community champions. This should have a focus on raising concerns to a central government level and the review of potential non-commercial alternatives to improve rural connectivity**

- a. Partner with communities to provide support to generate local insights and data that support connectivity issues and evaluate negative impacts. Compile letters to relevant ministers and local MP that highlight these issues.
- b. Use the identified Mowhanu/Kai Iwi beach area as a pilot for driving local community advocacy and support, suggest that work with community for specific data around service providers vs experience
- c. Look into opportunities to explore and partner in innovative connectivity solutions up the River Road alongside Te Puni Kōkiri (TPK) Ministry of Māori Development

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**3. Council role model and anchor direct intervention within communities and their place-based organisations/networks aimed at groups that are struggling with digital access or support**

- a. Impact on well-being outcomes from lack of digital access is considered in all community work by Council and are aware on how to refer to digital support services
- b. Results from this survey and other Council insights are actively made available to community groups to assist in their work to assist those with digital services and tools

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## Thank you

Whanganui District Council would first and foremost like to thank our community for engaging with this survey so actively and the patience in awaiting the results of this survey. This includes the **Whanganui District Library** staff and leaders and volunteers within local community groups such as **Hakeke Community Centre and Library** in providing support to the community to complete this survey.

Secondly we would like to thank our partners and contributors to this work, who have all helped make this report possible:

**Tuatahi First Fibre** for providing marketing insight from their team, access to information of low fibre uptake by suburb and the provision of prizes. Thanks to their generosity we had three local receive brand new Samsung A8 tablets and 15 people receive \$25 pressie cards.

**Digital Inclusion Alliance Aotearoa** for providing the support of Alistair Fraser for engaging within the communities alongside DORA, their digital bus which allowed direct engagement in our Castlecliff and Gonville communities.

**Digital Equity Coalition Aotearoa** for guidance and communication support to the digital equity community in Aotearoa and working with local councils to highlight this mahi.





## Appendices

### 2019 Whanganui: Digital by Design strategy

FOCUS AREAS	GOALS	OUTCOMES
<b>Connectivity and inclusion</b>	We are accessible, linked in and known for it	Whanganui's digital infrastructure and networks support our image and mean that everyone can participate online
<b>A high value creative economy</b>	We are prepared for the future	Whanganui's economy reflects the changing nature of work and our standard of living improves
<b>Innovation</b>	We foster innovation and improvement through a digital lens	Whanganui stays current with digital opportunities and has a reputation for innovation
<b>A digital Council</b>	Whanganui District Council is future-focused and enabling	Working with Council is easy and our services and approaches are smart

### Distribution of surveys overview

#### In person events:

- Multicultural Council of Whanganui BBQ event at Kowhai Park, Central Whanganui
- Hakeke Street Community Centre and Love and Learn OSCAR programme with DIAA, Whanganui East
- Aranui Primary school end of school pick and Castlecliff Domain with DIAA, Castlecliff

#### Paper surveys:

- Whanganui District Council: Reception at 101 Guyton Street (Council Chambers)
- Whanganui District Libraries including library hubs
- Mail drops (including paid return envelopes)
  - to target older participants: Masonic Village in Whanganui East, Council housing (approx. 200 units across Gonville, Aramoho, Whanganui East and Central)
  - Mail drop to target rural community around Okoia, including No.3 line to Okoia Rd and returning on No.2 line

**Rural community board distribution**

- Targeted outreach to the Kai Iwi/Mowhanau beach area including local facebook engagement and championing through the camping ground
- Distribution and advertising within the Fordell community
- Active engagement by the WRCB members with their rural communities through their networks

*Full survey*

A PDF with the full survey questions can be viewed at

<https://www.whanganui.govt.nz/files/assets/public/consultations/digital-survey-2022/digital-survey-printable-and-editable.pdf>