

CENTRAL OTAGO VALUES

Central Otago people will aspire and lead others with our special point of difference.

We stand for: **VISION**, being at the cutting edge, setting directions and accepting challenges.

When you love a place enough, you care about what happens to it. You care about the way it develops.

Each one of us has the opportunity to affect good change in Central Otago — big or small. Think about what you can do to make a difference, whether it is at home, school or at work. That means actively getting involved. It's about making wise decisions that last beyond your lifetime.

As locals, each one of us can actively get involved in making Central Otago a better place.

Central Otago people will respect our cultural and personal differences.

We stand for: **INCLUSIVE ACTIONS**; harmonious positive communities.

There are many influences that shape us as individuals - our upbringing, our life experiences. Take time to listen, take time to walk in someone else's shoes and get to understand a little more of their world, you might be surprised what you learn and come to appreciate.

Central Otago people will recognise differences and embrace diversity.

We stand for: **FREEDOM OF IDEAS AND DIFFERENT THINKING**.

We know the edge is unsettling and risky – yet it is perfect for new ideas. Embracing diversity is being open to new ideas, open to exploring the possibilities and appreciating the strengths and talents each person brings.

Central Otago is a place where there is the merging of traditional and new ideas. This can be a challenge, but it can also add a sense of richness to our community.

Central Otago people will seek to be open and honest.

We stand for: **FRIENDLY INTERACTIONS**, community-mindedness and a truthful approach.

In Central Otago we'd like to think that this is a place where people have time to talk and share with each other - a way of life that shuns pretension.

Being open and honest is a wonderful quality that we value in others. Each of us will know someone we really respect for these qualities — they are people who are refreshing to be around. None of us are perfect but we can aspire to be authentic and choose to be open and honest.