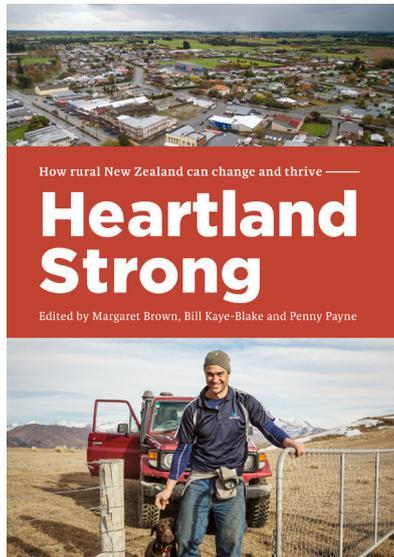




Heartland Strong

How rural New Zealand can change and thrive

EDITED BY MARGARET BROWN, BILL KAYE-BLAKE AND PENNY PAYNE



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A NEW VISION FOR THE FUTURE OF NEW ZEALAND'S RURAL COMMUNITIES

The future of New Zealand's rural communities is often in the news. Empty shops, depopulation and lack of jobs are offered as signs that many towns are dying. However, the strength of social ties and development of digital technologies, the innovations in rural entrepreneurship and the functioning informal economy suggest that some rural communities are in good health.

There is no getting away from the challenges to the rural sector. But rural communities have shown themselves to be resilient over many years, and that is likely to continue. Most importantly, people in rural communities, in townships and on farms, have options.

This important book, based on years of research, shows how, and provides useful insights into, the ongoing process of change in rural communities and the resources on which they draw to support their resilience. It offers a positive message and some blueprints for progress.

ABOUT THE EDITORS

Dr Margaret Brown is a senior social scientist in the People and Agriculture team at AgResearch. **Dr Bill Kaye-Blake** is a director at PricewaterhouseCoopers (PwC). **Penny Payne** is a social scientist in the People and Agriculture team at AgResearch.

SALES POINTS

- This book brings what its expert authors have learned over years of research into rural community resilience to a wider audience. The authors have published academic papers and reports over the past decade; now they explain the technical aspects of their research and show how it is relevant to rural communities and New Zealand generally.
- Written for the wide range of people with an interest or a stake in resilient rural communities: the people who live there, the businesses that operate there, local and national government and, ultimately, New Zealanders in general.
- The expert team of authors are researchers focused on agriculture and rural communities. The social researchers have backgrounds in rural sociology, community development, education, geography and economics. The physical scientists have backgrounds in ecology, farm systems, animal nutrition, and more.
- Accessible and engaging text, and full of useful and pertinent case studies.

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