

6. COMMUNITY



Contents

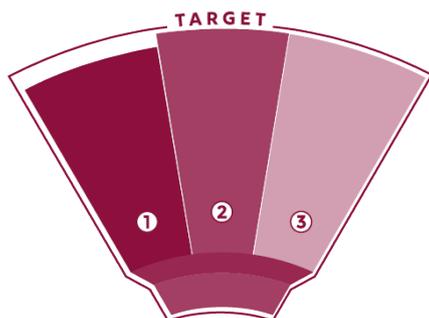
Community.....	2
Demonstration and Community and events.....	2
Perception surveys.....	2

Disclaimer:

While every effort has been made to ensure information provided in this handout was true and correct and the time of going to print, Owl Farm takes no responsibility for the use of data outside of the purpose to inform readers of the current situation at Owl Farm for the purpose of the Focus Day.



COMMUNITY



	PRIMARY KPI	OWL FARM TARGET	2020/21	2019/20	2018/19	2017/18	2016/17
①	Social and economic wealth	100% - survey participants agree	90	-	-	-	-
②	Taking care of stock and environment	100% - survey participants agree	100	-	-	-	-
③	Providing educational opportunities	100% - survey participants agree	100	-	-	-	-

Summary points - Primary KPIs:

- Over 2000 visitors to the farm.
- 72 events hosted or presented at.
- Since its inception Owl Farm has hosted a whopping 9570 people!!
- Highlights include 350 people to the 2021 Public Open Day; hosting local primary and secondary schools from throughout Waikato/BOP.
- St Peter's have provided access for the Te Awa cycleway to continue through the farm alongside the river for approximately 4.5 km. Development has been ongoing throughout 2021.

Demonstration and Community and events

Over the last 12 months we have had 1162 student visitors and 994 farmers and rural professionals or students from other schools on farm. We hosted 72 events, which is an average of 1.4/week.

As well as providing content for articles and data for various projects, we increased social media connections from 3657 to 4371.

Perception surveys

With so many people connecting to Owl Farm it is important that our farming practices meet our wider communities' expectations. Our first annual survey results from the 2021 Public Open Day showed 40% of the visitors had never visited a dairy farm before.

85% of visitors agreed or strongly agreed that Owl Farm contributes positively to our local community.

90% of visitors agreed or strongly agreed that Owl Farm takes care of its animals and the environment.

90% agreed or strongly agreed that we provide positive educational opportunities that promote dairy farming as a career.