



The Story of Water

An Education Initiative, Central Plains Water Trust

Nov 2023

Version 4.0

Outcomes



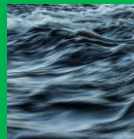
Awareness, Education, and Engagement of youth and other generations within the Selwyn District



Company, Trust, Council Strategic Alignment



External Opportunities – e.g. Partnerships, Innovation, and Intergenerational Learning



Long-Term

Sustainable Innovation driven by The Story of Water of Graduates

Bridging the gap between Urban and Farming Communities



Portfolio





Ecosystem Engagement

Scoping and Imagery

- Imagery Architecture
- Scheme and Ecosystem Scope
- Imagery Workplan
- Repository and Submission to CPW



Mixed Reality Capture

2D, 3D, Drone, Augmented
Reality, VR

VR Presentations

- Futures Learning Ōtautahi
- Learning Days Canterbury
- Tomorrow Tech
- Smart Christchurch
- Darfield School
- Hororata Gala
- ePā Wars
- Our Lady of Peace School





CPW Ecosystem Bus Tour

What

- Bringing together the primary CPW ecosystem agencies in a narrated hikoī of Wāhi Tapu Taonga and the CPW Irrigation scheme.

Why

- To engage and cultivate a unified understanding of the taonga and water within the district, developing collective knowledge of the value of their meaning to mana whenua and the wider ecosystem.

Outcomes

- Fostering a deeper connection to stakeholders and the wider ecosystem
- Facilitation of Legacy
- Intergenerational engagement and community learning
- Cross-sector networking to aid in collective navigation
- Identification and development of future opportunities
 - How can the knowledge and connections be used for the region and community?



Wai Water Video

What (Narrative & Core Message) :

- Indigenous multimedia storytelling of the way water flows through Central Canterbury Plains, assisting the city's existence, growth of tangata ora around the region, cultural significance, spiritual connection and the wahi tapu of Waitaha (Canterbury).
- The Video story is narrated through its status of a personhood and from the multicultural and multi-stakeholder interests of Central Plains Water and Central Plains Water Limited.

Why (Objectives / Goals) :

- To tell a story of water representing Water's mauri (life force) and focussing on the cultural and spiritual values and relationships relating to a range of uses and issues, language, indigenous music and stories, sacred places, customary usages, the plants, animals and kai associated with water, drinking water, and recreational or commercial activities.

Resolution / Delivery / Channels:

1. Rectangle Version - 1080p or 4K
 2. YouTube - Facebook - Instagram
- With Subtitles in Maori

Media Elements :

[Music - 03.39 mix piece](#) (click here to listen) that includes two Indigenous music pieces - one at the beginning (Kia Hiwa Ra) and one at the end (Te Reo O Te waI) from Ariana Tikao & Al Fraser's 2020

Production - 2 Days when the Production resources are ready

- Voice recording
- Aerial Visit
- Drone Footage
- Regular 4k video capture of people talking behind the CPW
- Production Finishes

Post-Production (Editing, Color correction & Animation FX) :

- First Draft - 1 Week after production finishes
- 2nd Draft - 2 days after the first draft & the feedback
- Final Draft - 2 days after the 2nd draft & the feedback

Project complete & Final 50% Invoice

Purpose and Scope

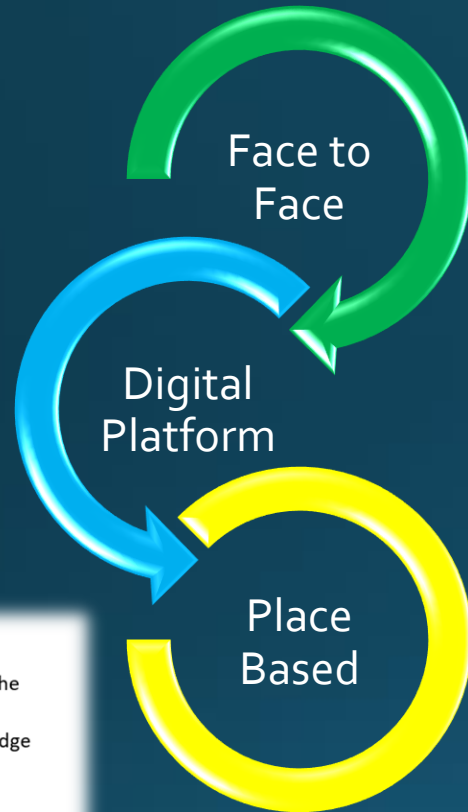
Purpose

- Provide and facilitate an education program for the young people of Selwyn District, focussing on the benefit and significance of water to sustainable agricultural/horticultural development, to ensure future focus sustainability and resilience of environmental, social, health, cultural, and economic wellbeing within the region.

Scope

The proposal is to present the Story of Water in a mixed media platform to the youth (8+) of, in the first instance, Selwyn District, focussed on achieving the Objects of the Trust, outlined in Section 4 of the Trust Deed, and the objectives defined in the CPWT Strategic Plan.

EduTech Game



In person Learning

- In class

The Journey of Water

- Game and Map Based – Cloud-based
- Digital Badging Modules – Micro-credentials

Location Based

- Along the Network
- Integrated Onsite

Key Components

- The Journey is the Game – The Game is the Journey
- Micro-credentialing Modules – Digital Badge Collection
 - Online Learning Units
 - Location Visits
 - In-class Learning and Practical Application e.g.
 - Environmental
 - Sustainability
 - Science
 - Geotechnical
 - Civil Structures
- Link badge achievement to The Company re Marketing and Communications / Sustainability Awards



Phases	Sub-phases / Outcomes / Description	Option 1 - 3D in Mixed Reality experience	Option 2 - 2D in Mixed Reality Experience
Phase 1: Planning and Conceptualisation	Prototype Storyboard, Scope, game concept, gameplay mechanics, target audience, Styles, Brand, scrum board	40 - 80 hours	30 - 60 hours
Phase 2 : Design and prototype (UI/UX and Fabrication)	Detailed storyboard, GDD game design documents, level designs and UI mockups, NFC Fabrication designs of 8th pillars for QR codes	60 - 80 hours	40 - 60 hours
Phase 3 : Fabrication for 8 AR story NFC card pillars (Embedded systems)	Hardware & Fabrication for 8 pillars for NFC card	80 - 120 hours + fabrication costs	80 - 120 hours + fabrication costs
Phase 4 : Game asset curation and asset development (for all 8 mini MR game)	2D/3D assets, including character models, animations, sound effects, and background music.	120 - 150 hours (20 hours each story approx.)	80 - 120 hours
Phase 5.1 : App & Game Development (for all 8 mini MR game)	AR functionality, including marker detection and tracking. Integrate gameplay mechanics, UI elements, and audiovisual assets.	160 - 200 hours	80 - 130 hours
Phase 5.2 : Rewards systems and analytics (Web Development)	Integrating Reward systems and analytics with minimal dashboard	90 - 140 hours	80 - 100 hours
Phase 5 : Deployment (Internal + Private Beta)	First full deployment for internal release with an option of it being released as private beta for a small CPWT client audiences or early feedback from the crew	20 hours	10 hours
Phase 6 : QA-I, bugs and Public Beta Release	Internal Links for sending it to a wider audiences for more testing alongside QA version I by JIX	30 - 40 hours	20 - 30 hours
Phase 7 : QA-II ,bugs and Public Launch	Marketing materials, such as screenshots, app descriptions, and promotional assets to Submit the app to the relevant app stores for review and approval. QA Version II testing will happen from within JIX	20 - 30 hours	10 - 15 hours
	TOTAL	800 - 950 hours + fabrication costs for 8 QR code and story info pillars	700 - 800 hours + fabrication costs for 8 QR code and story info pillars
		4-6 months	4-5 months
	Approx. Fabrication costs for each pillar	\$1,000 to 1,500 / each pillar	\$1,000 to 1,500 / each pillar

	Option 1 - 3D	Option 2 - 2D
Actual Cost	\$88000- \$107000	\$78000- \$92000
Partnership Discount	25%	25%
Cost Estimate	\$66000 to \$80250	\$58500 to \$69000

Relationship with CPW

- Incoming
- Engagement and Comms
- Content Alignment
- Work Programme Alignment





Next Steps

- Define our role
- Align common strategic objections and tactical actions
- Solidify common language
- Need Funding, Time, and Energy
 - This can be achieved with greater synergy within the ecosystem and a workplan between CPW and CPWT