

Allegiances and Alliances, or Independence: Identity and Human Ecology

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ABSTRACT This paper follows a project that began with an ecologically based study of the small rural town community of Woodville in New Zealand. Woodville, having suffered the lean farming years of the 1970s and 1980s, has become much more prosperous due to new businesses locating to the town in the 1990s. In order for Woodville residents to capitalise on this new prosperity, it is imperative that they themselves support Woodville economically, culturally and socially. The conclusion in this paper advocates that the local community makes the best of their assets and self-promotes the community.

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