



JOHN ROBSON

on Tauranga City Council...

It is unusual, when 'competing' for a 'job', you get to see what the other 'candidates' are saying.

But it is illuminating.

There seem to be three types of promise being made.

The first is an abstract set of adverbs and adjectives that on first hearing or reading are appealing, but on reflection create more questions than answers.

What does 'exceptional' or 'paradise' actually mean?

The second type of promise is more concrete – literally.

It involves infrastructure – and includes museums, water treatment plants, monorails, piers, stadiums, and, of course, roads.

The third type of promise relates to services such as libraries, buses or events.

Interestingly, almost all these promises have something in common.

They are not SMART.

SMART is a management acronym first used around 1981.

It suggests goals should be Specific, Measurable, Achievable (or Affordable), Relevant, and Time-Bound.

Almost all of the promises you have heard or read over the last month or so fail the SMART test on more than one measure – and some seem to fail on every measure.

Which leads me to question how much thought has gone into these promises.

Or are they simply part of the three-yearly ritual of empty promises that has resulted in local government politicians being among the least trusted of all 'professions'.

My personal philosophy is never make a promise you can't realistically keep.

My promise with regards to rates rises over the period of the 2018-2028 fulfills all the SMART criteria.

So I'd like to think that when voting, you'll think SMART as well as smart.

John Robson