

Eastern & Central North Island Region Snapshot

The excerpts provided in this document are not intended to provide a complete picture of the Eastern and Central North Island communities' characteristics, needs or aspirations. They simply highlight content from some of the reports, documents and strategies featuring basic information and data about parts of the region.

For the purposes of the Regional Funders Forums in Hastings and Gisborne (and this profile), the area is similar to that covered by the Eastern and Central Community Trust (ie: Poverty Bay through to Wairarapa and across to Manawatu and Horowhenua). In some cases, data refer to areas with regional boundaries that encompass a wider area than the focus of the funders forums, but they are included here for their relevance to part of the region.

To find out more about the characteristics and aspirations of the local community, you may choose to source some of the resources listed at the end of this summary.



POPULATION OF THE EASTERN & CENTRAL NORTH ISLAND REGION (CENSUS 2006)

Note: Census data has been randomly rounded to protect confidentiality.

Individual figures may not add up to totals, and values for the same data may vary in different tables.

Population	Palmerston North	Manawatu	Horowhenua	Carterton	Masterton	South Wairarapa	NZ
Males	36,348	14,052	14,304	3,501	10,869	4,416	1,965,615
Females	39,192	14,199	15,564	3,597	11,754	4,473	2,062,326
Total (Census 2006)	75,543	28,254	29,865	7,098	22,623	8,889	4,027,947

Population	Central Hawkes Bay	Hastings	Gisborne	Wairoa	Napier	Tararua
Males	6,501	34,440	21,663	4,221	26,520	8,775
Females	6,456	36,402	22,797	4,260	28,839	8,856
Total (Census 2006)	12,957	70,842	44,463	8,481	55,359	17,634

COMMUNITY CHARACTERISTICS



- The average New Zealand household has 2.7 people in it. (2001)
- 96.3% of households in NZ had access to a telephone. (2001)
- 37.4% of households in NZ had access to the internet, but only 27.5 % of people in Gisborne had this. (2001)
- 89.9% of households in NZ had access to a motor vehicle. (2001)
- Gisborne has the lowest life expectancy rate for males (at 72.6 years) and females (at 78.9 years). (2000-02)
- Gisborne has the highest rate of smokers in the country at 36% of the local population aged 15 years and over. (2004)
- The Hawkes Bay region had the highest number of suicide deaths per 100,000 population (at 19.9) over the period 2001-2003. Gisborne is second highest for the country - equal with Marlborough (at 18.2 per 100,000 population) for the same period.
- Hawkes Bay has the second highest level of people killed in motor vehicle crashes (behind Waikato), with 21.4 deaths per 100,000 population. Gisborne is third with 20.1 deaths per 100,000 population. (2005)
- At \$15.00, Gisborne/Hawkes Bay has the lowest median hourly earnings in the country – equal with Tasman/Nelson/Marlborough/West Coast and Southland. (2005)
- Gisborne has the second highest level of household crowding (behind Auckland), with 13.9% of the population living in households requiring one or more additional bedrooms. (2001)
- Three and four year olds in the Hawkes Bay region have the highest level of participation in early childhood education. (2005)
- Gisborne and Hawkes Bay have the second lowest proportion (69.8%) of adults aged 25-64 years with an educational attainment of at least upper secondary school level. (2005)
- At 34.1%, Gisborne has the highest level of Maori who can hold a conversation about everyday things in Maori, as a proportion of the Maori population. (2001)
- 70% of adults (aged 18 and over) in the Gisborne/Hawkes Bay region engaged in at least 2.5 hours of sport and/or leisure time physical activity in a 7 day period in 2001. (The second highest levels for New Zealand.)

Sources: *The Social Report 2006 – Regional Indicators and Statistics NZ's Community Profiles (based on regional council area) drawn from 2001 Census of Population and Dwelling*

SOCIAL DEVELOPMENT OVERVIEW OF THE EASTERN & CENTRAL NORTH ISLAND

Social development is an approach that provides equal opportunity and a fair go for everyone. Investing in social development results in a healthier, better educated, employable and productive population. This in turn contributes to economic development and the prosperity of the region and its people. Social development involves tackling the underlying causes of people's problems – investing early in addressing issues to avoid the bumps in the road to achieve success in life.

East Coast

This Ministry of Social Development region extends from Potaka in the north of East Cape to Takapau in the southern Hawke's Bay. It incorporates a number of iwi including Rongo-whakaata, Ngati Tamanuhiri, Te Aitanga a Mahaki, Ngati Porou, Rongomai Wahine and Ngati Kahungunu. It includes six local authorities and two district health boards.

According to the 2006 Census, there are 192,282 people living in the region. This population is spread over two areas: Gisborne district with 23% and the Hawkes Bay with 76% of the total population. Apart from the urban area of Waipukurau, Hastings, Napier and Gisborne, the region is largely rural and sparsely populated with many small communities being isolated from normally accepted services and facilities. Households in rural areas without electricity, treated water or modern waste disposal systems are not uncommon.

The region has low to medium median personal incomes compared with the rest of NZ (eg: \$16,700 for Hawkes Bay and \$15,300 for Gisborne compared to \$18,500 nationally.)

Compared with national statistics, the region has some unique features including a youthful population, with 25% being under the age of 15 – this will continue to place demand on youth services over the next 10 years. A high proportion of the population identify as Maori (29% in 2001) compared to 14.7% for New Zealand, so continuing to support services that meet Maori needs is important. While the majority of people live in the cities of Napier, Hastings and Gisborne, 16.7% are spread throughout rural communities, which presents challenges for the delivery of health, education, justice and social services.

Of the 20,081 working-age MSD clients, 1,763 are receiving unemployment-related benefits, 6,830 people are receiving health-related benefits and 7,358 are in receipt of a domestic purposes-related benefit.

Source: MSD East Coast Regional Plan 2006/07

Central

The Ministry of Social Development's Central region includes much of the lower North Island, extending from the Kapiti district in the west, up through the Horowhenua to the Manawatu, with Palmerston North being the largest city in the region. The region then extends to the Tararua district and down through Masterton, Carterton and southern Wairarapa. According to the 2001 Census, approximately 227,880 people live work and play in the Central region and call it home.

Government administration, defence, education and health make up nearly a quarter of all employment in the region. This cluster is predominantly found around Palmerston North, and in the larger towns such as Masterton and Levin. As at 31 March 2006, 2,552 people were receiving an unemployment-related benefit. There are 37,196 NZ Superannuitants in the Central region.

Older people (over 65 years) are attracted to lifestyles in Horowhenua, Kapiti and Wairarapa, while youth represent 19.1% of the population of Palmerston North. In 2006, Palmerston North became the seventh refugee resettlement area in NZ, welcoming Congolese refugees to the city.

Source: MSD Central Regional Plan 2006/07

A SNAPSHOT OF GISBORNE

The Gisborne region covers a land area of 8,265 sq kms - approximately 4.9% of New Zealand's total land area. The region stretches from just north of Morere thermal springs and Mahia Peninsular in the south to include the East Cape and Potaka township to the east of Opotiki. The region is administered by the Gisborne District Council, which is a unitary authority, having the functions of both a Regional and District Council.

The region's population was 43,971 at the 2001 Census, rising slightly to 44,499 in the 2006 Census, with both losses and gains showing in various district centres. Outlying townships including Ruatoria (about 720 people), Tokomaru and Tolaga Bays and Te Karaka (populations of approximately 450, 860 and 530 respectively) all showed a drop in population numbers.

Around 45% of the population are of Maori descent, giving Gisborne District the highest proportion of people of Maori descent anywhere in New Zealand. Gisborne and the East Coast are among the few places in the country where Maori is commonly spoken as an everyday language. There are throughout the district over 100 Marae (*meeting area of a Hapu, sub-tribe or family group, including a meeting house*).

Around 53% of the population describe themselves as being of European descent, and 2% are of other nationalities.

Gisborne is a relatively young district:
27% of its people are under 15 years of age.



Source: www.gdc.govt.nz/District

HOUSING AFFORDABILITY IN THE CENTRAL NORTH ISLAND

Quotable Value property statistics released in March 2007 show the average New Zealand house sale price had increased to \$363,017. Prices in rural areas are generally lower, although no areas remain with median prices below \$100,000 (which does not mean individual properties might not still sell for less than this amount).

The home affordability index is based on average weekly earnings, interest rates, and house prices.



For the quarter ending February 2007:

- The Manawatu/Wanganui region is the second most affordable region (more than Southland) at 73.2% of the national average.
- Prices in the Hawkes Bay region are at 86.6% of the national average.
- Prices in Waikato/Bay of Plenty region are at 100.6% of the national average.

Source: *Home Affordability Report – Massey University*

NEW ZEALANDERS AND THE ARTS

In the year to June 2006, Creative NZ provided grants totalling \$23.4 million. The funding was distributed through six main areas:

- Recurrently Funded Organisations (\$14.5m)
- Authors Fund (\$1.5m)
- Arts Board Grants (\$5.4m)
- Te Waka Toi (\$1.1m)
- Pacific Arts Committee (\$0.3m)
- Screen Innovation Production Fund (\$0.5m)

Most New Zealanders value the arts and their contribution to our national identity, our society and the economy. For more than half the NZ population (56%), the arts are part of their daily lives. Four out of ten New Zealanders (41%) say they cannot live without the arts.

- 77% agree that the arts should receive public funding.
- 76% agree that the arts help define who we are as New Zealanders.
- 73% agree that their community would be poorer without the arts.
- 84% of New Zealanders aged 15+ attended at least one arts event in the past year.
- One-third (32%) of New Zealanders aged 15+ attend arts events regularly (at least once a month).
- 19.4% of New Zealanders aged 15+ attend some arts events (less than four) during the year and are more likely to attend if they're encouraged by their social network.
- 50% of New Zealanders aged 15+ actively participated in the arts in the past year.
- Income has no influence on arts participation.
- Educational attainment has more influence on arts attendance than on arts participation.

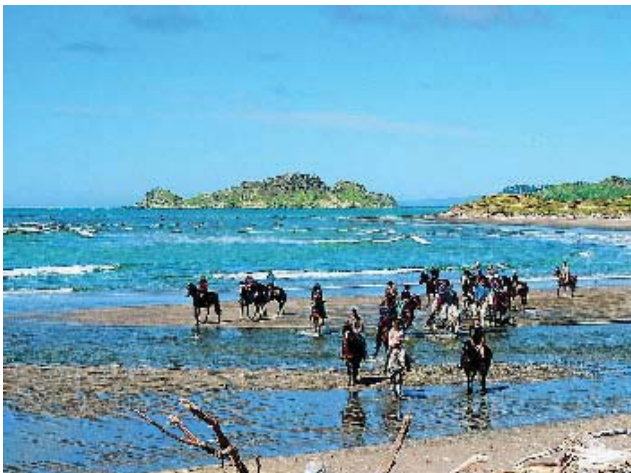
Sources: New Zealanders and the Arts: Attitudes, attendance and participation in 2005 and Giving New Zealand Philanthropic Funding 2006



FUNDERS, GRANTMAKERS AND PHILANTHROPISTS

- 7 Philanthropy NZ members are based in the Eastern and Central North Island region.
- 4 licensing/gaming trusts are based in, and provide funding to, the region.
- 37 known grantmakers in the region were invited to the local Funders Forums:
 - Alfred William Parsons Trust
 - Barrington Miller Education Trust
 - Carterton District Council
 - Central Hawkes Bay District Council
 - Community Organisation Grants Scheme (COGS) Tairāwhiti
 - Creative Tairāwhiti
 - Dykes out of Debt
 - Eastern and Central Community Trust
 - Eastland Community Trust
 - Gisborne District Council
 - Greater Wellington Regional Council
 - Hastings District Council
 - Hawkes Bay Regional Council
 - Heretaunga Community Trust
 - Horizons Regional Council
 - Horowhenua District Council
 - J & T Hickey Charitable Trust
 - J N Williams Memorial Trust
 - Lion Foundation
 - Lottery Hawke's Bay Regional Community Committee
 - Manawatu District Council
 - Mangatu Blocks Incorporation
 - Masterton District Council
 - Masterton Trust Lands Trust
 - Napier City Council
 - NZ Guardian Trust Co Ltd
(administers James Allan Strang Trust, The Kingdom Foundation and W T Dobson Trust)
 - Presbyterian Support Central
 - Public Trust
(administers the Elma Sims Trust, Helen Graham Charitable Trust, John Beresford Swan Dudding Trust, Royle Charitable Trust, Thomas George Macarthy Trust, Thomas Richard Moore Trust and the Winifred Eliza May Trust)
 - Tararua District Council
 - Te Runanga o Ngati Porou
 - Te Runanga o Turanganui a Kiwa
 - The Community Foundation (HB)
 - The Graeme Lowe Foundation
 - The Wairakei Environmental Mitigation Charitable Trust
 - Tindall Foundation
 - Trust House Charitable Trust
 - Wairoa District Council

Data source: Funding Information Service



- 131 known 'national' grantmakers/corporate citizens provide support to the Eastern and Central North Island region, and were invited to the Regional Funders Forums:

- | | | |
|---|--|---|
| • ACC | • Hewlett Packard (NZ) | • RMA Community Assistance Funds |
| • Alcohol Advisory Council of NZ | • Honda NZ | • Road Safety Trust |
| • Allied Domecq Wines (NZ) | • Housing NZ | • Roche Products (NZ) Ltd |
| • Amcor Packaging NZ Ltd | • IAG NZ Ltd | • Ron Greenwood Environmental Trust |
| • American Express International (NZ) Inc | • IBM NZ Ltd | • Ronald Woolf Memorial Trust |
| • AMP Financial Services | • ING (NZ) Ltd | • Royal Forest & Bird Protection Society |
| • AMP Foundation | • J R McKenzie Trust | • Royal NZ Foundation of the Blind |
| • ANZ (NZ) | • Jaguar NZ | • Royal NZ Returned & Services' Association (Inc) |
| • Arnott's NZ Ltd | • John Ilott Charitable Trust | • Rural Communities Trust |
| • ASB Bank Ltd | • Johnson & Johnson NZ Ltd | • Ryman Healthcare Ltd |
| • AXA NZ | • Land Rover NZ | • Save the Children NZ |
| • Bank of NZ | • Mazda NZ | • Shell NZ Holding Company |
| • Bayer NZ Ltd | • Merck Sharp & Dohme (NZ) | • Simpson Grierson |
| • BDO Spicers NZ Ltd | • Ministry for Culture & Heritage | • Sony NZ Ltd |
| • Bell Gully | • Ministry for the Environment | • Sovereign |
| • BMW NZ Ltd | • Ministry of Agriculture & Forestry | • SPARC |
| • BP NZ Ltd | • Ministry of Economic Development | • Sun Microsystems Ltd |
| • Bridgestone NZ Ltd | • Ministry of Health | • Sutherland Self Help Trust |
| • Caltex NZ Ltd | • Ministry of Social Development: <i>Child Youth & Family, Family & Community Services and Work & Income</i> | • Te Mangai Paho |
| • Carter Holt Harvey | • Ministry of Tourism | • Te Puni Kokiri |
| • C J B Norwood Crippled Children Trust | • Ministry of Youth Development | • Te Taura Whiri i te Reo Maori |
| • Cathay Pacific Airways Ltd | • Minter Ellison Rudd Watts | • Telecom NZ Ltd |
| • Chapman Tripp | • Mitre 10 NZ Ltd | • Television NZ |
| • Charity Gaming Assn | • NAOSCAR | • TelstraClear Ltd |
| • Coca-Cola Amatil (NZ) Ltd | • National Bank of NZ | • Tertiary Education Commission |
| • Contact Energy | • National Foundation for the Deaf | • The Lion Foundation |
| • Creative NZ | • New Horizons for Women Trust | • The Royal Society of NZ |
| • Dept of Conservation | • NZ Book Council | • The Scottwood Trust |
| • Dept of Corrections | • NZ Historic Places Trust | • The Southern Trust |
| • Dept of Labour | • NZ Post | • The Warehouse Group |
| • Dept of Internal Affairs - <i>Local Government & Community branch</i> | • NZ Society for Music Therapy Inc | • Todd Foundation |
| • Dorothy Daniels Dance Foundation | • NZ Sugar Company Ltd | • Toyota NZ Ltd |
| • EDS NZ Ltd | • NZ Trade & Enterprise | • TPF Restaurants Ltd |
| • EECA Residential Grants Programme | • NZ Water & Wastes | • Transpower NZ Ltd |
| • Epsom NZ Ltd | • Nursing Education & Research Foundation (NERF) | • Trustpower Ltd |
| • Fairfax NZ Ltd | • NZ Community Trust | • TV3 |
| • Ford Motor Company of NZ | • NZ On Air | • United Way NZ Inc |
| • Foundation for Research, Science and Technology | • NZ Symphony Orchestra | • Veterans' Affairs NZ |
| • Freemasons NZ | • Oticon Foundation in NZ | • Vodafone NZ |
| • Fulbright Graduate Student Awards | • Panasonic NZ Ltd | • Warehouse Stationery Ltd |
| • Gull NZ Ltd | • Poutama Trust | • Water Safety Education Foundation |
| • Hallenstein Glasson Holdings | • Procter & Gamble Distributing NZ | • Westfield (NZ) Ltd |
| • Hasbro NZ | • Pub Charity | • World Wide Fund for Nature |
| | • Pyne Gould Guinness Ltd | |
| | • Queen Elizabeth II National Trust | |

Data source:
Funding Information Service

FUNDING

- Funders based in the Eastern and Central North Island make at least \$7,391,591 available to the region annually.
- The 'national' funders offer more than \$912 million to New Zealand communities and community organisations annually, including at least \$759m from government funders.
- In 2005/2006, Lotteries Grants Board allocated \$834,256 to the Hawkes Bay region, \$1,606,280 to the Bay of Plenty/ Gisborne region and \$1,066,883 to the Manawatu/Whanganui region for distribution to the community.
- The Eastern and Central Community Trust made community payments totalling \$4,824,200 in the financial year ending 31 March 2006.

Government funding to the NZ community sector

- An additional \$6.5 million over 4 years to assist sport and recreational organisations with recruitment, training and retaining volunteers via Sport and Recreation NZ (SPARC)
- Over a 4 year period, nearly \$60 million of new government money for digital partnerships and significant community projects is being released into communities
- In April 2006, the Minister of Health, estimated that \$2 billion from Vote Health was going to non-government providers.
- This is just part of the picture – work is underway to gain a clearer understanding of total resourcing
- Funding Information Service lists a combined total of \$1.3 billion of government, corporate, and philanthropic funding to communities annually

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GIVING NZ REPORT (PNZ)

- An estimated \$1.27 billion of philanthropic funding was distributed in 2005/06.
- 58% of this (\$742,145,000) was through Trusts and foundations.
- 35% (\$442,799,000) was from personal donations and bequests.
- 7% (\$89,180,000) was from business.
- Grantmakers gave just under 70% of philanthropic funding to recipients in specific regions, while 30% supported national organisations.
- The four activities that received the greatest amount of funding accounted for over three quarters of grant funding. These activities were culture, sports and recreation (27%), education and research (24%), social services (16%) and health (10%). BERL estimates that gaming machine societies provided just over 45% of the funding in the first category to sports.

Non-government funding to the NZ community sector

- NZ gambling policy is based on the principle that gambling is a means to raise funds for community purposes.
- All legal gaming therefore generates significant tax revenue and funds for distribution to the community. These funds form the greatest proportion of non-government funding to the community sector.

Philanthropic funding estimated at \$1.27 billion in 2005/06

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Source: Giving New Zealand Philanthropic Funding 2006 – Philanthropy New Zealand

WHAT THE COMMUNITIES IN EASTERN & CENTRAL NORTH ISLAND HAVE SAID THEY WANT

The Community Outcomes in the area's many Long Term Council Community Plans (LTCCP) provide snapshots of some of the aspirations and outcomes expressed through a range of community consultation processes. These outcomes belong to the whole communities – they are not Council outcomes.

For more detail on a particular community, the relevant Long Term Council Community Plan may be useful. (*Legislation requires Councils to review and consult on the LTCCP every three years.*)

Community Outcomes for the Hawkes Bay Region

Five Hawke's Bay Councils - Hastings District Council, Napier City Council, Central Hawke's Bay District Council, Wairoa District Council and the Hawke's Bay Regional Council made a decision to take a regional approach and work collectively together with the community to identify community outcomes and determine a long term vision for the future of the Hawkes Bay region.

The nine community outcomes are:

1. A lifetime of good health and well-being.
2. An environment that is sustained for future generations.
3. Safe and secure communities.
4. Transport infrastructure and services that are safe, effective and integrated.
5. A strong, prosperous and thriving economy.
6. Strong regional leadership and a sense of belonging.
7. Supportive, caring and inclusive communities.
8. Communities that value and promote their unique culture and heritage.
9. Safe and accessible recreational facilities.

Source: Various Hawkes Bay Community Plans

Gisborne District Community Outcomes

Six high level community outcomes were developed from Gisborne's community consultation process:

1. Vibrant communities.
2. Connected communities.
3. Prosperous communities.
4. Safe and healthy haven.
5. Positive leadership.
6. Fair and active democracy.



The six outcomes are built on the common theme of “Sunny Gisborne”, under the umbrella “Our Place in the Sun”. This embodies Gisborne's treasured lifestyle, its climate, beaches, and the warmth and energy of its people. Gisborne's quality of life was a re-occurring theme throughout the community consultation – it's what keeps people in Gisborne and attracts new residents and tourists. The challenge is to retain the distinctive character of Gisborne/East Coast and promote the Gisborne region as a place to visit, live, work and play and do business.

Source: Gisborne District Long Term Council Community Plan 2006-2016

Horizons Region (Manawatu/Wanganui) Community Outcomes

Contained within the region are all of the Ruapehu, Wanganui, Rangitikei, Manawatu, Tararua and Horowhenua districts, Palmerston North city, and also small parts of Waitomo, Stratford, and Taupo districts. In addition to local government boundaries, the region is traversed by the boundaries of a number of central government agencies. These agency boundaries do not correspond either with the local government boundaries or with each other.

- 61% of the region is covered in pasture - the highest percentage of any region in the country.
- 18% of the land cover is native forest, with only 1% devoted to urban development.
- Over half the region's population lives in the cities of Palmerston North and Wanganui.

The region has a lower proportion of people of working age and a higher proportion of children and older people compared to the national average. Palmerston North is the exception to this trend, with more young adults than average, reflecting the city's education and military sectors.

The diverse nature of nga hapu and nga iwi of the region presents a challenge to integrating all issues of significance to them within the framework of the LTCCP. The tribal boundaries of Ngati Maniapoto, Ngati Tuwharetoa, Ngati Maru, Nga Rauru, Te Ati Hau Nui A Paparangi (Whanganui), Ngati Apa, Ngati Hauti, Ngati Raukawa, Rangitane, Ngati Kahungunu and Mua Upoko fall wholly or partially within the Horizons Region. Te Iwi Morehu at Ratana, an amalgam within which most, if not all of the country's iwi are represented, are also a significant presence in the region.

Environmental, economic, social and cultural components have been identified in relation to the community outcomes below. *See the LTCCP for more details.*

1. **Water Quality Goal:** Clean and healthy rivers and lakes.
2. **Water Quality Goal:** Sustainable management and fair allocation of water resources.
3. **Flood Protection Goal:** Early warning and reasonable protection from flood events.
4. **Habitat Protection Goal:** Habitats are protected and enhanced.
5. **Coastal Environment Goal:** Balanced use of coastal environment.
6. **Groundwater Goal:** Access to and maintenance of healthy ground water. *(Area of focus: Horowhenua)*
7. **Land Management Goal:** Sustainable management of the region's land.
8. **Natural Hazards Goal:** Early warning; organised response and recovery from natural hazard events. *(Area of focus: Taumarunui - volcanic)*
9. **Air Quality Goal:** Clean Air. *(Area of focus: Taumarunui and Taihape)*
10. **Waste Management Goal:** Manage the effects of waste disposal *(Area of focus: Palmerston North)*
11. **Public Transport Goal:** Ease of travel. *(Area of focus: Tararua, Horowhenua and Palmerston North)*



Source: Horizons Community Plan 2006

Tararua District Community Outcomes

Because Tararua has a small population spread over many towns and settlements of the district, it faces challenges to maintain and retain local services and standard of infrastructure.

These are the community outcomes identified and belonging to the people of Tararua.

Social Wellbeing

1. A safe community
 - A community free from crime, violence, abuse or harm.
2. Access to local services
 - Access to local hospital and health services, education and training programmes, telecommunication, public transport, childcare, retail and banking services that meet the needs of the community.

Economic Wellbeing

3. A high standard of infrastructure
 - A transport network that provides for the safe and convenient movement of people and goods.
 - Attractive, well maintained towns and public amenities that our community is proud of.
4. A strong, prosperous economy
 - A vibrant, prosperous economy that creates employment opportunities, and supports business development, productive land use, tourism and community initiatives.
 - A district that attracts visitors, and attracts and retains residents.

Environmental Wellbeing

5. A sustainable natural environment
 - Effective and efficient waste management for sustainability of our natural environment.
 - A natural environment that is protected, preserved and enhanced for present and future generations.

Cultural Wellbeing

6. A connected community
 - A community that has access to and participates in sport, recreation and social activities.
 - Our community has a greater say in the issues that affect them, and their wishes and needs are listened to.
 - Our community's culture and heritage is celebrated and preserved for future generations.
 - Arts and culture are supported by the community.



Source: Tararua District Council Community Plan 2006-2016

Manawatu District Community Outcomes

The Manawatu District's location offers easy access to four seaports, seven airports, an airforce base and two large military bases.

To make the community outcomes seem more real, participants involved in developing them were asked to imagine what kind of district they would like for the future, and ultimately what kind of community they would like to leave their children and grandchildren.

The outcomes identified were:

- **A vital community that is cohesive and is characterised by community involvement.**

Outcomes sought within this area are:

- Strong leadership
- Inclusive, active communities where members work together on common goals
- A community which cares for the elderly and disabled
- Employment opportunities
- A viable rural economic base
- Youth participation
- Manawatu District promotes healthy living
- Promote the heritage value of Manawatu.



- **A community that has access to effective services.**

The following outcomes support this:

- Effective long-term development and management of services
- Rural and beach communities have easy access to services, both in terms of availability and affordability
- People are able to move around the district easily
- The district applies best practice.

- **A self-sufficient environment that preserves, values and develops our natural resources.**

The following areas highlight what people have said about this outcome:

- Environmental responsibility
- Renewable energy
- Preserve the natural assets of the District
- District Reserves
- Sustainable land-use
- Flood protection
- Recognition of the potential tourism development.

- **People are able to go about their business and leisure any time of the day or evening without fear for their safety.**

Source: Manawatu District Council Long Term Council Community Plan 2006-2016

Palmerston North City Community Outcomes

Palmerston North's population in June 2005 was 78,400. By 2020 Palmerston North wants that to be 100,000 people. To reach this target the city will have to grow on average by 1.6% each year. This is a 'stretch target' – it will not be easy to achieve. People and organisations will need to work together to reach it. However, it is not too much of a stretch. Some areas, such as Rodney and Tauranga, are struggling with too much growth – at 3% a year.

Community outcomes are the things that are important to people.

In Palmerston North this means:

- People have lots of fun things to do.
- People feel safe.
- Businesses grow here and people have lots of job opportunities.
- People can move easily around Palmerston North.
- Palmerston North's physical infrastructure is reliable.
- Palmerston North is attractive, clean and green.
- The community is supportive and people and organisations work together.
- People are well-housed and healthy.
- People have lots of learning opportunities.



Source: Palmerston North City Council 10 Year Plan

Horowhenua District Community Outcomes

Horowhenua's community outcomes are:

1. **HEALTH:** A community where all people have the opportunity to enjoy long and healthy lives.
2. **EDUCATION:** A community where all people have the knowledge and skills they need to participate fully in a knowledge society.
3. **ECONOMIC:** A community where all people have access to a range of local business and employment opportunities.
ECONOMIC: A community where all people have access to an adequate standard of living.
4. **DEMOCRACY:** A community where all people enjoy civil and political rights and opportunities.
5. **CULTURE:** A community where all people share a strong local heritage and identity and value cultural diversity and development.
6. **ENVIRONMENT:** The natural and built environment in which people live is sustainable.
7. **SAFETY:** A community where all people enjoy personal safety and security within their community.
8. **SOCIAL:** A community where all people enjoy constructive relationships with others and are able to participate fully with them in society.

Source: Horowhenua District Long Term Council Community Plan 2006/2016

South Wairarapa District Community Outcomes

- 1. Healthy and economically secure people**
Working towards healthy and well-housed people who are economically secure, active and involved in their community.
- 2. Educated and knowledgeable people**
Educated and knowledgeable people who feel confident that they can achieve their aspirations.
- 3. Vibrant and strong communities**
A place where people feel safe, are proud to live and have a sense of belonging.
- 4. A place that's accessible and easy to get around**
Well served by a range of transport options (including roading), local and regional services and telecommunications.
- 5. Sustainable South Wairarapa**
A sustainably managed District where economic development and responsible environmental management go hand-in-hand.

Source: South Wairarapa Council Community Plan 2006/2016

Carterton District Draft Community Outcomes

The following proposed Community Outcomes were recommended to be adopted by council after vigorous analysis and discussion in the workshop series, and with results obtained from a community survey that was sent out to 3,000 homes in the District.

1. Access to transport and communication systems that best meet the needs of the district.
2. Clean land, water and air for present and future generations.
3. A buoyant local economy.
4. A safe, healthy and educated community.

Source: Carterton District Long Term Council Community Plan Final Draft

Masterton District Community Outcomes

The things people like about the Masterton District now include:

- Our family-friendly environment.
- The rural feel and lifestyle.
- Opportunities for outdoor recreation.
- Good schools and social infrastructure.
- Community spirit and commitment to improvement
eg: projects like Violence Free Wairarapa.
- The rivers, hills, trees and coast.
- Community events and activities like Summer Hummer and the Balloon Fiesta.
- Proximity to Wellington and Palmerston North.

This is what Masterton wants to be like in 10 years time:

- Our environment will be clean and green.
- Our people will be educated and knowledgeable.
- Everyone will have equal opportunities to participate.
- Our community will be vibrant, strong and healthy.
- Our transport systems will be accessible, safe and efficient.
- Our economy will be buoyant.
- Our community will grow and develop.

Masterton District Council facilitated the process to identify the community outcomes adopted for the district. These are:

- 1. Sustainable Use of Environment:**
Sustainable management and use of natural resources and infrastructure, now and for the future.
- 2. Educated and Knowledgeable People:**
Lifelong learning and development, to achieve personal, life, community and work goals.
- 3. Equitable Society:** *Diversity of the community appreciated, respected, celebrated and encouraged.*
- 4. Vibrant, Strong and Healthy Communities:** *Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people are involved and contribute.*
- 5. Safe and Efficient Transport:** *A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.*
- 6. Buoyant Local Economy:** *Sustainable economic activity to create a positive and prosperous local economy that enables improved opportunities and living standards for all.*
- 7. Grow Masterton:** *Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.*

Source: Masterton District Long Term Council Community Plan

LOCAL SERVICES MAPPING (LSM)

LSM Community Reports will be published for each local body region in New Zealand between 2006 and 2009. Each report provides a community profile, and identifies community priorities and the services that currently support wellbeing in that community. The purpose of the LSM is to improve the development, planning, delivery and funding of social services to families in communities.

The **Tararua Local Services Mapping Community Report** is currently the only LSM report in the Eastern and Central North Island region.

According to the Tararua Community Report, the six areas of focus requiring further attention in the action planning and implementation phases of LSM are:



1. Parenting support (skills and education).
2. Educational under-achievement
(including related issues of truancy, poor school behaviour and a general lack of engagement with education).
3. Youth support (including anger/violence issues, youth offending, and dedicated services and facilities for youth).
4. Dependencies
(including alcohol, drugs, substance abuse, gambling).
5. Access to services (especially medical and social service, and including transportation and telecommunications issues).
6. Family violence (including child abuse).

Source: Tararua Community Report 2006 – Local Services Mapping

INFORMATION SOURCES

To find out more about the characteristics and aspirations of the Eastern and Central North Island region, you may choose to source some of the following, some of which was used to compile this document:

- *Census of Population and Dwellings, Regional Summary, Census 2001 & 2006, Statistics NZ*
http://www2.stats.govt.nz/domino/external/web/Prod_Serv.nsf/htmldocs/2006+Census+of+Population+and+Dwellings+-+About+Census
- *Statistics NZ Community Profiles* contain detailed statistics by area (incl. regional council, territorial authority or suburb) www.stats.govt.nz/statistics-by-area/community-profiles.htm
- *2001 Household Expenditure Survey*
http://www2.stats.govt.nz/domino/external/web/prod_serv.nsf/htmldocs/Consumer+Spending
- *Leading Social Development: Regional Plan 2006/2007, Ministry of Social Development*
www.msd.govt.nz/publications/regional-plans/
- *Funding Information Service: FundView, BreakOut and CorporateCitizens* data is available by subscription or in public libraries and council offices. It is searchable by geographic area, demographic target, and activity type. www.allaboutfunding.org.nz, phone 04 499 4090, email info@fis.org.nz
- *The 2006 Social Report* www.socialreport.msd.govt.nz
and *Regional Indicators* www.socialreport.msd.govt.nz/regional
- Benefit statistics sourced from Ministry of Social Development's Information Analysis Platform as at 31 March 2006.
- *The Social Deprivation Index* is a measure of social-economic status calculated for small geographic areas. The index splits the country into ten divisions (deciles), with approximately 10% of the population in each index number between 1 and 10. A score of 1 represents an area with the least deprived score, and 10 is those areas with the most deprived score.
[http://www.moh.govt.nz/moh.nsf/Files/phi-research-report/\\$file/phi-research-report.pdf](http://www.moh.govt.nz/moh.nsf/Files/phi-research-report/$file/phi-research-report.pdf)
- *The Health Inequality Index* summarises variations of neighbourhood life expectancy, and when considered with life expectancy it is possible to gain an indication of the relative health of a population.
<http://www.moh.govt.nz/moh.nsf/by+unid/196E5A67C89FF1CBCC2570B40008D620?Open>
- *New Zealanders and the Arts: Attitudes, attendance and participation in 2005, Creative New Zealand*
www.creativenz.govt.nz/resources/publications.html
- *Education Counts, School Leavers Statistics, Ministry of Education, 2004*
<http://educationcounts.edcentre.govt.nz/index.html>
- *Regional Labour Market Reports, Department of Labour, www.dol.govt.nz/publications/lmr/lmr-regional.asp*
- www.population.govt.nz provides access to NZ population statistics published by a wide range of government departments and agencies.
- Massey University and AMP prepare a quarterly survey of housing affordability across NZ
<http://property-group.massey.ac.nz/index.php?id=1077>

- Long Term Council Community Plans of:
 - Hawke's Bay Regional Council
www.hbrc.govt.nz/Publications/CouncilDocuments/LTCCP/tabid/250/Default.aspx
 - Central Hawke's Bay District Council
www.chbdc.govt.nz/plans_and_policies/chb_community_plan_206_2016/
 - Hastings District Council www.hastingsdc.govt.nz/LTCCP/index.htm#long
 - Napier City Council www.napier.govt.nz/index.php?cid=council/docs/docs_ltccp
 - Wairoa District Council www.wairoadc.govt.nz/ltccp/
 - Gisborne District Council www.gdc.govt.nz/PlansAndReports
 - Masterton District Council www.mstn.govt.nz/planning/ltccp.htm
 - South Wairarapa District Council www.localgovt.co.nz/Councils/ViewFile.aspx?ID=2940
 - Carterton District Council www.cartertondc.co.nz/pdfs/DraftLTCCPFinal.pdf
 - Tararua District Council www.tararoadc.govt.nz/asp/default.asp?menu=eca
 - Manawatu District Council
www.mdc.govt.nz/asp/onlinedocuments.asp?level1=on-line_documents&level2=ltccp
 - Horizons Regional Council (Manawatu/Wanganui) www.horizons.govt.nz/default.asp?pageid=166
 - Palmerston North City Council www.pncc.govt.nz/Council/Plans/LTCCP06-07.htm
 - Horowhenua District Council
www.horowhenua.govt.nz/Council/PlansAndStrategies/LTCCP+2006+-+2016.htm
- A central point to access all Annual and Long Term Council Community Plans is www.localgovt.co.nz/LocalGovernment/CouncilPlansStrategies.htm?DocumentGroup=1
- Plan for monitoring progress towards community outcomes including suggested list of core indicators: www.stats.govt.nz/statistics-by-area/plan-for-community-outcomes-processes.htm
- *Local Services Mapping Community Reports*
- Family & Community Services, Ministry of Social Development
www.familyservices.govt.nz/our-work/community-development/local-services-mapping.html
- *NZ Business Demographic Statistics*
http://www2.stats.govt.nz/domino/external/web/prod_serv.nsf/htmldocs/Business+Demographics
- *Giving New Zealand: Philanthropic Funding 2006 – Philanthropy New Zealand.*
Prepared by BERL, March 2007 www.giving.org.nz

Disclaimer:

Every effort has been made to record information correctly in this summary document, however where detail and accuracy are necessary to your decision-making/planning, please refer to the source documents.

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