

Waikato Region Snapshot

The excerpts provided in this document are not intended to provide a complete picture of the Waikato 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 Forum in Hamilton (and this profile), the area is similar to that covered by Trust Waikato (ie: Coromandel, the Hauraki Plains, Matamata, Ohinemuri, Otorohanga, Piako, Raglan, Taumarunui, Thames, Waikato, Waipa and Waitomo).

In some cases, data refer to areas with regional boundaries that encompass a wider area than the focus of the funders forum, 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 communities, you may choose to source some of the resources listed at the end of this summary.



POPULATION OF THE WAIKATO 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	Franklin	Thames-Coromandel	Hamilton	Waikato District	Matamata-Piako	
Males	29,289	12,747	62,082	21,870	14,976	
Females	29,643	13,191	67,167	22,089	15,507	
Total (Census 2006)	58,932	25,938	129,249	43,959	30,480	
Population	Hauraki	Waipa	Otorohanga	Waitomo	South Waikato	NZ
Males	8,514	20,727	4,851	4,710	11,256	1,965,615
Females	8,679	21,774	4,227	4,728	11,385	2,062,326
Total (Census 2006)	17,193	42,501	9,075	9,438	22,641	4,027,947

AN OVERVIEW OF THE WAIKATO REGION (WAIKATO REGIONAL COUNCIL AREA)

The Waikato is the fourth largest region in New Zealand, covering most of the central North Island. It covers 25,000 square kilometres (2.5 million hectares) stretching from the Bombay Hills and Port Waikato in the north down to Mokau on the west coast, and across to the Coromandel Peninsula on the east coast. In the south it extends to the slopes of Mt Ruapehu and the Kaimai range. The region has the nation's fourth largest city (Hamilton) and 11 districts, four of which lie across the regional boundary.

The population of the Waikato region was estimated, in June 2005, at 384,700 or 9.4 per cent of New Zealand's total population. In the Waikato region, around 57 per cent of people live in urban areas. The population is expected to grow by 15 per cent over the 20 years to 2026 to reach around 426,800. The highest growth is projected to occur in the Hamilton City area, where the population is expected to double (a low projection) or triple (a high projection).

The region's ethnic mix is characterised by higher proportions of Maori (nearly 20 per cent compared to 14 per cent nationally), but lower proportions of Asian and Pacific Island peoples than nationally. The regional population has a slightly younger average age than New Zealand as a whole. Popular tourist areas, especially the Coromandel and Taupo, have seasonal population explosions which put pressure on local natural resources, roads and facilities.

Eight rohe or tribal areas lie within the Waikato region - Ngaati Tuwharetoa, Ngaati Tahu, Ngaati Raukawa, Te Arawa, Ngaati Maniapoto, Waikato-Tainui, Hauraki and Ngaati Te Ata.

The Waikato depends heavily on agriculture and forestry, which in turn depends heavily on the health of the region's soils. The biggest industries in terms of employment in the Waikato region are: agriculture, forestry and fishing, retail trade, manufacturing (mainly primary processing), property and business services, health and community services and education (including research).

Source: Environment Waikato Long Term Council Community Plan

ADDITIONAL COMMUNITY CHARACTERISTICS (WAIKATO REGIONAL COUNCIL AREA)

- In 2001, there were 127,134 households in the Waikato region.
- The average New Zealand household (and the average household in Waikato) has 2.7 people in it. (2001)
- 89.9% of households in NZ had access to a motor vehicle, compared to 90.9% in Waikato. (2001)



- Waikato has the highest level of people killed in motor vehicle crashes, with 25.5 deaths per 100,000 population. (2005)

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

SOCIAL DEVELOPMENT OVERVIEW OF WAIKATO

Social development means a commitment to equality of opportunity and a fair go for everyone. It means providing social protection for vulnerable New Zealanders: a helping hand during hard times. And it means investing in our people, our future: spending the money today that will ensure better health, education, and employment outcomes tomorrow.

Social development also requires us to target areas of persistent disadvantage, so we can all enjoy equal opportunities for employment and a good standard of living.

*Source: Opportunity for All New Zealanders,
Office of the Minister for Social Development & Employment, 2004*

Waikato

The Ministry of Social Development's Waikato region covers the areas of the following local authorities: Hamilton City and the Waikato, Thames/Coromandel, Hauraki, Matamata/Piako and Waipa District Councils. Children and young people (under 25 years of age) make up a significant portion of the Waikato population at 38%.

Intersect Waikato is a forum of chief executives and managers of central government agencies. One of the projects *Intersect Waikato* is working on is a *Healthy Eating, Healthy Action Strategy*, which aims to improve nutrition, increase physical activity and reduce obesity for people in the Waikato region. This will be achieved by the health sector working alongside other government and non-government organisations at a local level.

Source: MSD Waikato Regional Plan 2006/07

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 **Hauraki Community Report** is currently the only LSM in the region.

The priority areas for action identified in this report are:

- To provide nurturing and safe home environments for all Hauraki children.
- To encourage positive engagement with education, work and the community for all young people.

These relate directly to the over-arching objective of the *Better Futures* project, which is:

*“Better social outcomes for
all Hauraki’s children
and young people.*



HOUSING AFFORDABILITY IN THE UPPER NORTH ISLAND

Quotable Value property statistics for April 2007 show the average New Zealand house sale price had increased to \$366,032. 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:

- Prices in Waikato/Bay of Plenty region were at 100.6% of the national average.
- Prices in Northland region were at 101.5% of the national average.
- The Manawatu/Wanganui region is the second most affordable region in NZ (more than Southland) at 73.2% 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*

FUNDING - 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.

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.



- 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%)
 - health (10%).

BERL estimates that gaming machine societies provided just over 45% of the funding in the first category to sports.

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

FUNDING

- Funders based in the Waikato region make at least \$12 million available to local communities each year.
- '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 \$1,862,123 to the Waikato region for distribution to the community.
- **Trust Waikato** made donations totalling \$8,592,010 in the 2006 financial year.

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

October 10, 2006

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Source: Funding Information Service

FUNDERS, GRANTMAKERS AND PHILANTHROPISTS

- 5 Philanthropy NZ members are based in the Waikato region.
- 42 known grantmakers in the region were invited to the local Funders Forum:
 - Arts Waikato
 - Business Development Centre
 - Castle Charitable Trust
 - Catholic Care Foundation
 - Century Foundation Limited
 - D V Bryant Trust
 - E B Firth Charitable Trust
 - EMA
 - Environment Waikato
(incl. Environmental Initiatives Fund)
 - Fountain City Sports Foundation Ltd
 - Grassroots Trust
 - Hamilton City Council
(incl. HCC Road Safety Fund, HCC Envirofund)
 - Hauraki District Council
(incl. Creative Communities Arts Funding Scheme)
 - Horizons Regional Council
 - Huckleberry's Sports & Charitable Society Inc
 - Lottery Waikato Community Committee
 - Matamata-Piako District Council
(incl. Piako and Matamata Community Art Councils, Creative Communities Arts Funding Scheme)
 - Mighty River Power
 - Norah Howell Charitable Trust
 - Otorohanga District Council
(incl. Creative Communities Arts Funding Scheme)
 - Perry Foundation
 - Public Trust
(administers Thomas George Macarthy Trust, The Page Trust, and the John Beresford Swan Dudding Trust)
 - Ruapehu District Council
(incl. Creative Communities Arts Funding Scheme)
 - Ruapehu REAP Inc
(Rural Education Activities Programme)
 - Scottwood Trust
 - Sir John Logan Campbell Residuary Estate
 - SKYCITY Hamilton Community Trust
 - Social Services Waikato
 - South Waikato District Council
(incl. SWDC Community Development Grants)
 - Sport Waikato
 - Te Runanga o Kirikiriroa Trust Inc
 - Thames Coromandel District Council
(incl. Creative Communities Arts Funding Scheme)
 - Trust Waikato
 - University Centre for Continuing Education
 - Valder Ohinemuri Charitable Trust Inc
 - Waikato Catchment Ecological Enhancement Trust
 - Waikato District Council
(incl. WDC Board Discretionary Fund, Creative Communities Arts Funding Scheme)
 - Waikato WDFE Karamu Trust
 - Waipa District Council
(incl. WDC Community Board Discretionary Grants, Creative Communities Arts Funding Scheme)
 - Wairakei Environmental Mitigation Charitable Trust
 - Waitomo District Council
(incl. D C Tynan Trust)
 - WEL Energy Trust

Data source: Funding Information Service

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

Data source:
Funding Information Service

WHAT THE COMMUNITIES IN THE WAIKATO HAVE SAID THEY WANT

The Community Outcomes in the region'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 Waikato Region

The 'Community Outcomes' process in the Waikato region is called 'Choosing Futures Waikato'. It's all about discovering what's important for the social, cultural, economic and environmental well-being of current and future members of Waikato's communities.

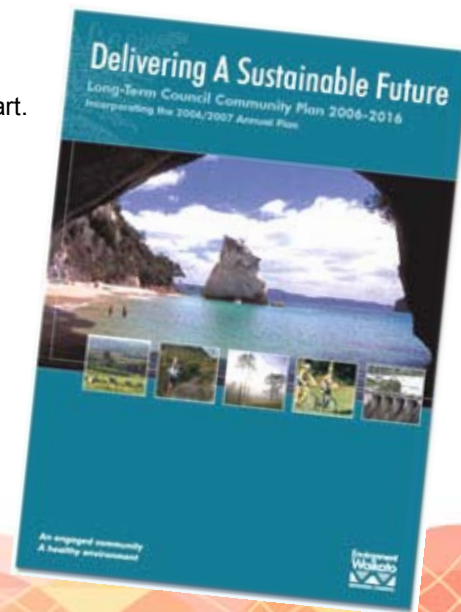
Choosing Futures Waikato is a joint initiative of the district councils of Franklin, Hauraki, Matamata-Piako, Otorohanga, Rotorua, South Waikato, Taupo, Thames-Coromandel, Waikato, Waipa and Waitomo, Environment Waikato and Hamilton City Council. It is a process, put together by the 13 councils in the greater Waikato region, to identify a set of regional community goals.

Choosing Futures Waikato identified 38 Community Outcomes under five themes:

- 1. Sustainable Environment:**
The Waikato region values and protects its diverse, interconnected natural environments.
- 2. Quality of Life:**
The Waikato region is a great place to live, providing the services and opportunities we need to live well.
- 3. Sustainable Economy:**
The Waikato region balances a thriving economy with looking after its people, places and environment.
- 4. Culture and Identity:**
The Waikato region identifies with - and values - its land, air, rivers and waterways, mountains, flora, fauna and its people.
- 5. Participation and Equity:**
The Waikato region builds strong informed communities and has a culture that encourages people and communities to play their part.

Iwi specific outcomes were developed and received from:
Raukawa Trust Board, Maniapoto Maori Trust Board
and Waikato Raupatu Lands Trust.

Representatives of Ngati Tuwharetoa and Hauraki iwi did not pursue the development of iwi specific outcomes. These representatives support the development of iwi specific outcomes, but also encourage councils to recognise the existing planning documents of their iwi.



Raukawa Community Outcomes are grouped as follows:

1. Pukenga: Being accomplished or skilled
2. Ukaipo: Land as sustenance for our people
3. Wairua: Spirituality as the essence of our being
4. Kaitiakitanga: Guardianship, our responsibility to our environment
5. Whanaungatanga: Relationships
6. Rangiratanga: Chieftainship, independence of will
7. Manaakitanga: Caring for others
8. Kotahitanga:
Being of one mind to achieve common goals.



The Raukawa takiwa includes the areas of Atiamuri, Mokai, Mangakino, Te Awamutu, Kihikihi, Maungatautari, Arapuni, Matamata, Cambridge, Putaruru, Tirau and Tokoroa.

Maniapoto Community Outcomes

Ngati Maniapoto is an iwi of the Tainui confederation. Ngati Maniapoto occupies the southern region of the territory of the Tainui tribes.

Ngati Maniapoto identified 17 objectives for its tribal groups and members grouped under the five themes identified in the Choosing Futures process.

These 17 outcomes are listed at

www.ew.govt.nz/policyandplans/annualplan/documents/section1ltccp2006-16.pdf

Waikato-Tainui Community Outcomes

The following are Waikato-Tainui's desired outcomes for its tribal groups and members that through partnership with Environment Waikato should be incorporated and achieved in the long-term community council plans within the Waikato region.

1. Waikato-Tainui exercises mana-whakahaere over its taonga.
2. Waikato-Tainui values the education of all its people.
3. Waikato-Tainui recognises its partnership with the Crown.
4. Waikato-Tainui undertakes to resolve its excluded Waitangi Tribunal claims that remain outstanding from its 1995 Raupatu settlement.
5. To advance the tribal development of Waikato-Tainui for the betterment of tribal members and their communities.
6. Waikato-Tainui values Te Kotahitanga and Maturanga of its people.
7. Waikato-Tainui to be leaders in safe and healthy lifestyles.
8. Sustainable equitable economic development is important to Waikato-Tainui.

*Sources: Destination Rotorua: Rotorua District Council 10 Year Plan 2006-2016
and Environment Waikato Delivering a Sustainable Future 2006-2016*

Community Outcomes for Thames-Coromandel District

Thames-Coromandel communities have said that the District should reflect the following community outcomes:

1. Our communities recognise and value the natural environment.
2. The natural values of our coast and beaches are respected and enhanced.
3. Our communities are healthy, cohesive, caring and supportive.
4. The diversity and character of our communities and the uniqueness of the Peninsula is a valued part of our lifestyle.
5. The Peninsula's long and rich history is valued and preserved.
6. Our local economies reflect the spirit of the Peninsula.
7. The needs of both local and visitor communities is met through sound planning, ahead of growth and development.



Source: Thames Coromandel District Council website and Our District – Our Future

Community Outcomes for Hauraki District

As a result of the community working together to identify what the future of Hauraki should look like, the communities of Hauraki have collectively said that there are clearly common goals that should be aimed for. The Hauraki District Community Outcomes are:

1. Vibrant and sustainable businesses and business economies in our District.
2. Integrated provision of quality health and social services throughout our District.
3. Maintain and protect the vibrancy of rural communities within our District.
4. Cultural values of tangata whenua throughout the District be respected and supported through further development of consultation, participation and partnerships.
5. Our Hauraki youth be provided with greater opportunities to participate in the decision-making processes pertaining to the development of our communities.
6. We encourage increased opportunities to participate in recreational, sporting and cultural activities.
7. Hauraki District residents be given the opportunity to participate in education and training programmes.
8. Management of our natural and physical environment in a sustainable manner.
9. Long term planning to ensure that our future infrastructure requirements meet the growth and development opportunities of our District.



Source: Hauraki Community Plan 2006 - 2016

Community Outcomes for Waikato District

Waikato District’s Community Outcomes are:



1. **ACCESSIBLE WAIKATO**
A district where the community’s access to infrastructure, transport and technology meets its needs.
2. **ACTIVE WAIKATO**
A district that provides a variety of recreation and leisure options for the community.
3. **EDUCATED WAIKATO**
A district where education options are varied, and allow our community to be skilled for work and life.
4. **GREEN WAIKATO**
A district where our natural resources are protected, developed and enhanced for future generations.
5. **SAFE WAIKATO**
A district where people feel safe and supported within their communities, and where crime is under control.
6. **SUSTAINABLE WAIKATO**
A district where growth is effectively managed.
7. **THRIVING WAIKATO**
A district where business and industry are encouraged and supported and employment contributes to a successful local economy.

8. **VIBRANT WAIKATO**
A district where our heritage and culture are recognised, protected and celebrated.
9. **WELL WAIKATO**
A district where people can access quality community health and care services.

Source: *The Road Ahead – Long-term Council Community Plan 2006-2016*

Community Outcomes for Waipa District

The Waipa community identified a broad range of issues, ranging from the specific to the very general, and 22 community outcomes were developed from community feedback and aligned to five key goals based on recurring themes.

Healthy Waipa	Sustainable Waipa	Economically secure Waipa	Vibrant and strong Waipa	Liveable Waipa
Fit and active community	Clear air, water and land	Employment	Empowered people through democratic process	High standard of education
High standards of public and environmental health	Minimal waste and effective waste management	Affordable services	A District in which people can take a job	Access to high quality facilities
Feel safe and enjoy beauty of District	A well-managed environment	Affordable housing	Take committees	
Sustainable, safe and healthy infrastructure	Efficient and effective utility services	Business opportunities	Plans, space and resources to express culture and interests	
	Protection of historic environment		Social and cultural well-being	
	Protection of natural environment		Communication and consultation on all significant issues	

These goals are:

- Healthy Waipa
- Sustainable Waipa
- Economically Secure Waipa
- Vibrant and Strong Waipa
- Liveable Waipa

Source: *Waipa District Long Term Council Community Plan 2006*



Community Outcomes for **Hamilton City**

In late 2004, the Hamilton City Council invited a range of community-based organisations, iwi/Maori, central government and other representatives to develop and help implement an extensive community consultation process throughout 2005 to develop Hamilton's Community Outcomes. This group, which oversaw a citywide consultation process, included representatives from the Hamilton Arts Sector Group, Hamilton Environment Centre Trust, Sport Waikato, Nga Mana Toopu o Kirikiriroa, Social Services Waikato, Te Runanga o Kirikiriroa and others. More than 3,000 people had their say about what would make Hamilton a better place.

The emerging priorities that were identified through the community outcomes process are:

- Transport (including traffic congestion, public transport, parking, cycleways)
- City Safety (including streets and neighbourhoods, policing, crime)
- The Waikato River (as a focus for the city)
- Community Spirit (through use of promotion, events and activities)
- Arts and Culture (including promotion)
- Activities for Young People (focusing on positive opportunities)
- Urban Planning (including suburban areas).

These priorities will assist in informing the ongoing planning and decision-making of Council and other key organisations.

The resulting Community Outcomes to take Hamilton forward together are:

HAMILTON'S COMMUNITY OUTCOMES

SUSTAINABLE AND WELL-PLANNED
"Be a city that is planned for the well-being of people and nature, now and in the future."
HAMILTON PEOPLE WANT A CITY THAT:
1.1 Is easy to get around so everybody can access services and facilities.
1.2 Is safe and enjoyable for walking and cycling, encourages innovative transport options and has quality public transport.
1.3 Has integrated transport systems that connect it to New Zealand and the world.
1.4 Protects and enhances its green spaces and natural environment for recreation, culture and enjoy.
1.5 Uses principles of sustainable urban design that enhance neighbourhood character.
1.6 Sustainably manages resources such as water and energy.
1.7 Encourages and enables people to recycle and reuse waste.

VIBRANT AND CREATIVE
"A city that encourages creativity for all without lifestyle."
HAMILTON PEOPLE WANT A CITY THAT:
2.1 Is engaged for its wide range of events, activities, attractions and entertainment for everyone, including civic events.
2.2 Has a vibrant arts and music scene and supports and celebrates its artists, festivals and facilities.
2.3 Acknowledges and celebrates the creativity of Maori arts and culture.
2.4 Recognises and celebrates its diverse communities.
2.5 Values and protects heritage sites, buildings and landmarks.
2.6 Has an attractive and lively city centre.
2.7 Celebrates and provides its talent and creativity.

UNIQUE IDENTITY
"A city with a strong identity that recognises the significance of its river and history."
HAMILTON PEOPLE WANT A CITY THAT:
3.1 Values and enjoys the Waikato River.
3.2 Acknowledges and celebrates the unique place of Waikato Maori.
3.3 Is not too big and not too small, providing everything that makes life convenient without the problems of other cities.
3.4 Fosters pride in its natural and built environments and encourages people to work together to keep these alive and healthy.
3.5 Is a great place to learn, work and play, where people are proud of the education sector and embrace student culture.
3.6 Supports research, education and innovation, and is recognised as a centre of excellence.
3.7 Supports its significant youth population by providing targeted activities and services.

SAFETY AND COMMUNITY SPIRIT
"A safe, friendly city where all people feel connected and valued."
HAMILTON PEOPLE WANT A CITY THAT:
4.1 Has safe roads and low crime rates, where people can feel secure at all times.
4.2 Promotes awareness and involvement in community activities and events.
4.3 Builds strong communities that feel connected and valued.
4.4 Addresses social issues and values volunteerism.
4.5 Builds socially engaged, responsive communities.

HEALTHY AND HAPPY
"Active and healthy people with access to affordable facilities and services."
HAMILTON PEOPLE WANT A CITY THAT:
5.1 Provides opportunities for people of all ages and abilities to access and get to their sports and leisure activities that meet their own needs.
5.2 Provides affordable, responsive and accessible activities and health care for people of all ages and abilities.
5.3 Is an ideal place for family and whānau, with lots of activities and places for tamariki and wāhanga to enjoy.
5.4 Provides access for all people to a range of healthy, affordable, quality housing.

INTELLIGENT AND PROGRESSIVE CITY
"Business growth that is in harmony with the city's identity and community spirit."
HAMILTON PEOPLE WANT A CITY THAT:
6.1 Is engaged as the driving economic force for the Waikato region and provider of regional services.
6.2 Attracts and retains sustainable, innovative businesses.
6.3 Offers a range of job opportunities throughout the city to suit all skill levels.
6.4 Is pro-growth and innovative, creating an environment for business success.
6.5 Attracts and retains people and investment and grows its rate.

RENEWING HOW THEY
"Collaborative decision-making and planning are common practice."
HAMILTON PEOPLE WANT A CITY THAT:
7.1 Engages all stakeholders in planning and developing the city's future.
7.2 Ensures Maori are respected as a partner in decision-making and have a voice in issues that affect the city.
7.3 Has organisations that work together to achieve all community outcomes.

LET'S TAKE HAMILTON FORWARD TOGETHER

- 1. Sustainable and well-planned:**
An attractive city that is planned for the well-being of people and nature, now and in the future.
- 2. Vibrant and creative:**
A city that encourages creativity for a vibrant lifestyle.
- 3. Unique identity:**
A city with a strong identity that recognises the significance of its river and history.
- 4. Safety and community spirit:**
A safe, friendly city where all people feel connected and valued.
- 5. Healthy and happy:**
Active and healthy people with access to affordable facilities and services.
- 6. Intelligent and progressive city:**
Business growth that is in harmony with the city's identity and community spirit.
- 7. Working together:**
Collaborative decision-making and planning are common practice.

Source: Building a Vibrant Hamilton - Council's 2006-16 Long-Term Plan

Community Outcomes for Otorohanga District

The communities of Otorohanga and Kawhia and the rural area have produced a set of outcomes, which reflect four aspects of community wellbeing (Economic, Environmental, Social, and Cultural).

Otorohanga's Community Outcomes include:

- Otorohanga is a must-see tourism destination. Its many attributes are enhanced, including its natural features, such as rivers, gardens and Kahikatea remnants, its position as a travel gateway and Tourism New Zealand's categorisation of Otorohanga as an 'ideal town'.
- Foster a sense of social responsibility within the Otorohanga community.
- The community values lifelong learning.
- All residents have equal access to services and facilities.
- Otorohanga has a strong and vibrant arts community.

Kawhia's Community Outcomes include:

- The harbour and surrounds be cleaned up, preserved and protected (similar to the Raglan harbour care project).
- There is an adequate range of health and well-being, youth and adult social services provided in Kawhia.
- The Māori character of Kawhia is recognised and enhanced.

Rural Community Outcomes include:

- That facilities and services are monitored and improved in the rural and farming environment.
- That education facilities meet our needs.
- That sporting/recreation facilities are available and affordable for people to use.

Source: Otorohanga District Council – Long Term Council Community Plan 2006/07 to 2015/16

Community Outcomes for Waitomo District

Twenty-one outcomes have been identified as a start to the Waitomo community's long term thinking, however time may enlarge or reduce that number. In the LTCCP, the Council integrated the Ngati Maniapoto outcome statements with the community outcomes to demonstrate the similarities between Maori goals and those of the community as a whole. For example:

The 'Image' Community Outcome (which is part of Group 1 below) seeks:

- *To achieve an image of pride and prosperity.*
- *To improve the well-being and self image of residents by supporting community pride and respect for the District.*

Ngati Maniapoto seek:

- *Pride in a regional distinctive identity, including Maoritanga, and a rich and diverse cultural heritage.*

Waitomo's Community Outcomes are grouped as follows:

- Group 1 – Waitomo and the World (Connecting with the Markets)
- Group 2 – Sustaining Waitomo's Natural Resources
- Group 3 - The Economy
- Group 4 – Lifestyle and Infrastructure

Source: Waitomo Community Plan 2006-2016

Community Outcomes for South Waikato District

New ideas identified through consultation in 2005 were incorporated into South Waikato's Community Outcomes. The resulting statements were clustered into five strategic themes:

- Prosperity for all.
- Standing tall together.
- Vibrant, growing communities.
- Towns we are proud of.
- A better environment for our children.

These themes encompass social, economic, environmental and cultural wellbeing from a South Waikato perspective. Many of the key issues identified in the 1990's are the same today, such as economic development and community pride.

Community Outcomes most closely related to the District's current top priorities identified through the 2005 household survey are (in descending order):

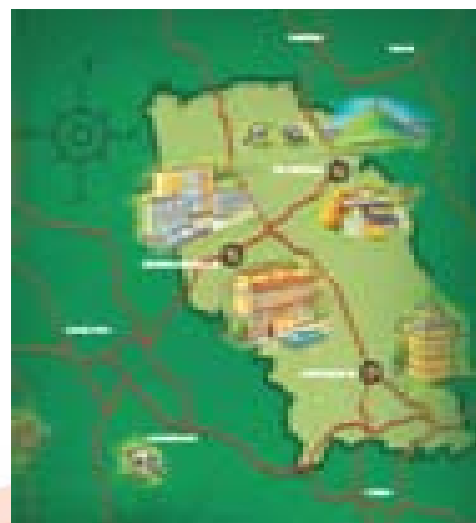
- co1.1 Existing business and industries are retained and supported.
- co4.1 South Waikato has attractive urban areas, open spaces and private properties that people take pride in.
- co3.1 South Waikato communities are supportive of each other and have strong community spirit.
- co1.2 New business start-ups are encouraged.
- co3.4 People are connected with employment and activities they want to do.
- co5.5 Community waste is disposed of with minimal impact on the environment, and people are encouraged to recycle and reduce waste.
- co1.6 South Waikato has quality infrastructure to support communities and businesses.

Source: South Waikato District Council Long Term Plan 2006-2016

Community Outcomes for Matamata-Piako District

The Matamata-Piako district's community outcomes are grouped under nine themes:

1. Belonging to our community
2. Community safety and support: Looking after our people
3. Economic Development: prosperity
4. Healthy air, water, land: Healthy people
5. Heritage our past
6. Our social infrastructure
7. Planning and development
8. Pride and justice
9. Transport: People going places



Source: Matamata-Piako District Long-Term Council Community Plan 2006 - 2016

Community Outcomes for Franklin District

Sitting between the Auckland and Waikato regions, Franklin literally joins the rest of New Zealand with what's 'north-of-the-Bombay's.' Largely a rural district, in Franklin you are likely to see fields of onions, rolling hills with grazing cattle and tractors driving by.

Franklin has identified seven Community Outcomes:

1. Franklin: An Economically Strong Community

- Business and appropriate industry is encouraged in and into the District
- Employment opportunities in the District are promoted
- The District hosts a wide range of sporting, cultural and community activities and events
- All town centres are developed to their potential and maintained

2. Franklin: A District that is Easy to Get Around

- To enhance the safety of the transport network
- To provide and maintain roads to a standard appropriate for their level of usage
- To provide improved opportunities for the use of public transport
- The District and its amenities are easily accessible to all groups



3. Franklin: A Safe, Healthy and Active Community

- The District is a safe place to live in
- Adequate, appropriate and accessible health services are available within the District
- High quality recreational facilities and activities are available throughout the district, which are accessible to all groups

4. Franklin: A Culturally and Socially Vibrant and Inclusive Community

- Individuals, communities and community groups are valued and fostered
- We are a family-focused community where all families are valued and supported
- The District's rich cultural make-up is valued and fostered
- The District's elderly citizens are valued and cared for
- The District's young citizens are valued and catered for
- The District's citizens with disabilities are valued and catered for

5. Franklin: A Place of Special Character and Healthy Natural Environment

- The special character of the area is preserved and enhanced
- The natural environment is preserved and enhanced

6. Franklin: Well-Managed Growth for Quality Living Environments

- Infrastructure meets current needs and expected growth in the future
- Living environments are attractive, well designed and safe

7. Franklin: An Educated and Enabled Community

- High quality education facilities meet all the needs of the community
- Education options meet all the needs of the community
- Education goals are set to meet the expectations of the community

Source: Franklin District Council Community Plan 2006 - 2016 - Our blueprint for the future

INFORMATION SOURCES

To find out more about the characteristics and aspirations of the 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/MSD,*
www.dol.govt.nz/publications/lmr/regional/joint/

- 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:
 - Environment Waikato Regional Council www.ew.govt.nz/policyandplans/annualplan/ltccp.htm
 - Thames-Coromandel District Council www.tcdc.govt.nz/Council/Our+Direction/LTCCP/default.htm
 - Hauraki District Council www.hauraki-dc.govt.nz/LTCCP_frameset.htm
 - Franklin District Council www.franklin.govt.nz/PlansPoliciesBylaws/tabid/220/Default.aspx
 - Waikato District Council www.waikatodistrict.govt.nz/Publications/LTCCP-2006/
 - Hamilton City Council <http://hamilton.co.nz/page/pageid/2145832533>
 - Waipa District Council www.waipadc.govt.nz/Council/Publications/LTCCP.htm
 - Otorohanga District Council www.otodc.govt.nz/FinancialInformation/StrategicReports.htm
 - Waitomo District Council www.waitomo.govt.nz/communityplan.htm
 - South Waikato District Council www.southwaikato.govt.nz/council/publications/ltccp.asp
 - Matamata-Piako District Council www.mpdcc.govt.nz/link_policyplans.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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